

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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No. 9



First Nationally Sold Butter

With the imagination to conceive the idea of nationally distributing so perishable a product as butter, with the tremendous capacity for organization necessary to establish a great chain of distributing depots, and with the courage to advertise, the Beatrice Creamery Co., of Lincoln, Nebraska, have created a national sale for Meadow-Gold Butter.

It has been our good fortune to conduct the advertising in this pioneer achievement, as in many others where a new trail had to be blazed.

N. W. AYER & SON

Philadelphia

New York

Chicago

Boston



That Big Word---Efficiency

Have you noticed that the whole basis of that word is in just one thing?

It means dividing any act into its component parts and treating each part separately.

Instead of treating an advertising campaign as a nation-wide unit, the efficient way is to divide the country into sections, to make states or classes the unit of the campaign.

The Ballplayers are already gathering in the training camps, for instance. Yet it will be six weeks or so before we get "big league" weather in the North.

Do your advertising plans take cognizance of this fact?

Do you get started in each section efficiently? Or is your campaign three weeks ahead of the season in one section and three weeks behind in another?

Remember — aside from climate, each section has many other peculiar conditions.

Standard Farm Papers, because they are state or class

mediums, enable you to *profit* to the fullest extent by these differences.

And the rates are below the usual $\frac{1}{2}$ c. per line per thousand.

For the few manufacturers who are ready for *national* campaigns and *not* affected by any sectional conditions, the Standard Farm Papers offer collectively the biggest *national* farm circulation at the lowest rate per thousand.



TRADE MARK OF QUALITY

Standard Farm Papers

are	Progressive Farmer
Farm	Missouri Farmer
Papers	The Wisconsin Agriculturist
of	Indiana Farmer
Known	The Farmer, St. Paul
Value	Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer
	Prairie Farmer
	Pennsylvania Farmer
	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
	Kansas Farmer

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

No. 9

Authorized Interview with Joseph Frankel, General Manager, Frankel Brothers,
New York

FRANKEL BROTHERS, in their comparatively brief manufacturing career, have made two important contributions to selling practice in the men's ready-to-wear clothing industry. They were pioneers in advertising to the consumer a fixed-price suit of clothes—one at \$15 and one at \$20—thus doing for men's clothing what others have done for shoes, collars, hats, and so forth. And they are first in the clothing trade to make free local advertising part of their regular dealer service.

At least two clothing manufacturers are now making and advertising a fixed-price line. And the feeling is common among advertising men familiar with conditions in the clothing field that other manufacturers will have to come to it because of the additional selling and advertising advantages it offers.

Dealers do not welcome the innovation. Most of them, particularly the older established houses, feel that they are making somewhat of a concession in helping build up prestige for an advertised brand which may be taken away from them at any moment. And when the brand is a one-price article, there is added to the potential disadvantage an actual one, or so it seems to the dealers: the disadvantage of being unable to fix their own price.

In a line of clothes as it comes from one manufacturer, for example, the real merchandising value may vary widely in the merchant's eye. The agreed price to the clothing dealer has been, say, \$12, and he expects to sell it on an average at \$18 or \$20. But some of the garments, while of good fabric and workmanship, do not look up to grade, and he marks them up only to, say, \$15, while two or three numbers, perhaps, he finds "snappy" and puts out at \$25. His ability to pick winners in this way is part of his service to the public, and he feels that in sacrificing it he is parting with some of his dearly won mercantile experience. So he is not hilarious over the new order of things.

The advantage to the public, however, is so obvious that it will override everything else. Quality, style, workmanship will be standardized. The public will know

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what to look for and know when it gets it.

MR. FRANKEL INVESTIGATES

"We had been advertising for several years before we made up our minds to put a definite price on part of our line and stick to it," said Mr. Frankel. "We had been thinking of it for some time, but the matter was not settled in my mind until I began making an investigation on my trips to find out the best price to put a suit out at. Our own sales fluctuated around the equivalent of \$15 at retail, but I was not sure that this was the same for the whole country. I made inquiries in every town I made, and found it to be practically the same in all.

"As we were already manufacturing for that demand and were able to supply it at least as cheaply as any other house, I cast about for some striking way of making an appropriate announcement in our advertising campaign. We wanted to cash in on the price, \$15, and 'Frankel Fifteen' was the name we fixed upon to advertise and push. Recently we have added a \$20 brand and called it 'Frankel Twenty.' We are featuring these to the trade as two branches growing out of our new 'model plant.' But the great bulk of the business is in 'Frankel Fifteen.'

"The names have proved catchy and have helped dealers to make up their minds to stock when the words 'Frankel Clothes' or 'Frankel System Clothes' might not. The fact that quite a number of department stores feature 'Frankel Fifteen,' contrary to the private-brand practice of most department stores, is probably due in large measure to the advertising value of the figure. This explains the apparent lack of picturesqueness in our consumer and trade advertising. We get the figures '15' into most of it, generally as a large background for the fashion figures. That is what makes our copy so different from the other fashion-plate copy. It fills a need that the other kind of copy would not fill for us.

"This is proved, to my satisfaction, by an experience we had with

a series of dealer helps last year. We had fairly well resisted the temptation to get into the pace for quality advertising which Hart, Schaffner & Marx had been setting and others of their class had followed, but last season we fell. We got up some exceedingly handsome fashion plates, reproduced by the expensive photogelatine process, retouched in color. We expected to make a killing among the dealers with them, but they fell absolutely flat. They were too true to life and went 'way over the heads of the people who buy \$15 clothes, or, what amounts to the same thing, the dealers felt they did. We dropped them and this year have gone back to the poster effect in our window cards. This is better appreciated and costs but one-third of the other."

PAYING FOR DEALER'S ADVERTISING

The importance of the second discovery of the Frankels is more debatable than that of the fixed-price policy. Advertising for the dealer is more discussed than undertaken. It is sometimes done in lines where the manufacturer distributes through exclusive agencies, but even here very infrequently. One manufacturer, the largest of his kind in the country, recently thought he had made a discovery in regard to it, but after having canvassed the experience of a number of leading houses, concluded not to go into it.

It had never been the practice in the men's ready-to-wear clothing line. There is one national advertiser who will not give or allow the dealer a cent for local advertising. His line is a valuable franchise in itself, he declares. Plenty of other manufacturers are not only willing but anxious to share the expenses of local advertising with the dealer on a 50-50 basis. A few advertisers will do a little free advertising for a good dealer—on the quiet. But before the Frankels nobody made a system of it.

The Frankels just simply make an allotment for advertising out of every account. So much can be spent for the dealer to push

Creating the Buying Frame of Mind

The character of the editorial contents of The Butterick Trio (*The Delineator*, *The Designer*, and *The Woman's Magazine*) is so closely related to the purchase of up-to-date merchandise that women as a matter of course give the advertising in these magazines a close study.

The editorial appeal first creates a buying frame of mind in the readers. Then it crystallizes this into action.

The fact that you find this buying attitude *ready* for your sales-story makes The Butterick Trio a wonderful medium for you to reach the purchasing agent for the family—the woman.

The Butterick Trio

**1,400,000 Average Monthly Net
Circulation Guaranteed**

James A. Townsend,
Western Adv. Mgr.,
First National Bank Bldg.,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

the Frankel line, and so much is spent without attempting to commit the dealer to any co-operation. The general objection to this kind of a programme has been that the manufacturer cannot afford to pay out of his own pocket for adequate local display, or if he can and does, that the dealer prefers the value in the goods or the discount. Also, that the average dealer will let the manufacturer do everything for him, but will not reciprocate.

"So far as our experience goes," said Mr. Frankel, "it does not work out that way at all. The dealer is not so simple as to be grateful if we share the expense of local advertising with him and suspicious if we pay the whole amount ourselves. And he is not so unprogressive or tricky that we cannot trust him.

ASSET TO TRUST DEALER

"Statistically, it makes no difference whether the appropriation is spent all at once or scattered along; whether it is spent liberally for the dealer, or formally with him. Practically, I believe it makes a great difference, and in exactly the opposite direction from that imagined by most advertisers. The reason most advertisers will not advertise locally for the dealers is because they are afraid that the dealers will not do their share; they lack confidence in the dealers. Naturally, the dealers feel it. That is the handicap to the selling plan.

"I believe it is an asset to trust the dealer, and let him know you trust him. I would rather take the money I had to spend in local

advertising and spend it outright on the dealer without any strings in the form of exactions or expectations, thus inviting his gratitude and good will, than to make it commercial give-and-take that would leave our relations unimproved.

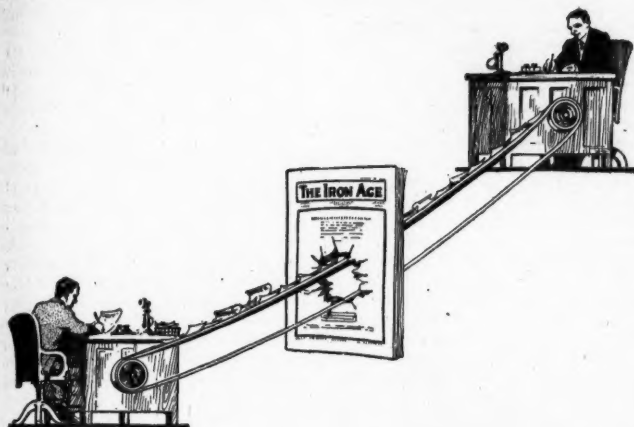
"We do not use this service on our part as a talking point in getting an account. After the dealer is satisfied as to the goods, price, terms, etc., and has placed his order, the service comes to him as an agreeable surprise, and when the advertising begins to run he is, as we learn, much impressed by the progressiveness of the policy and moved to co-operation on his own part. We are able to trace many instances where dealers have been stimulated to advertise much beyond anything we would have dreamed of suggesting to them. We know these instances are due to our policy of starting the accounts off right, because the dealers have written and told us so. We believe we

have had many times the amount of dealer co-operation in local advertising we would have had if we had played the game overcautiously with the trade.

"Our way of arranging this advertising is as follows: We prepare a series of six ads, varying from two to four columns in width. Where the dealer has placed a large order, we arrange to run the whole series. Where the order is small, we run only one or two ads. It depends upon the size of the order. But we have the ads prepared as a series to send out in matrices or electros.



HOUSE HAD TO COME BACK TO
POSTER EFFECT IN FASHION PLATE



The Iron Age Advertisers Get What They Go After

BECAUSE it is an undisputed fact that **THE IRON AGE** is the most important trade paper in the world—the most reliable and authentic.

Its editorials are respected as they voice the ablest and best informed writers of the day—its markets and financial reports reflect the exact condition of the Iron and Steel trade—thousands of tons of metal are daily sold on **THE IRON AGE** quotations, which are always accepted as being fair, not only to the buyer but to the seller.

Its Market Quotations are considered the Supreme Court rulings of the financial world and are never questioned. This confidence has been earned through fifty-eight years of upright dealing.

Do you wonder that

the big, careful business manager, who wants everything boiled down to the last drop, takes **THE IRON AGE** home with him and reads it?

The next time you are out West or through New England call on any manager—big or little—that uses metal to make things from—ask his opinion of **THE IRON AGE**. In following that opinion you will make no mistake.

Let's tell you the full story of why over 1100 advertisers carry campaigns through **THE IRON AGE** year in and year out, and get inquiries that are turned into orders year in and year out—after that you can do all the investigating

you want to; there is no test too rigid for us—we'll turn the light on any questions you have in mind.

THE IRON AGE
239 W. 39th St.
New York City

We ask the dealer in which of his local papers he wants them run and whether he would prefer any other dates than those we suggest. We send them direct to the newspapers and ask them to consult the dealers as to placing the name of the latter in the mortise of the cut. We employ an advertising agency for placing the account, but carry on all correspondence from our own office. Wherever the local clothier can get a better rate than the one quoted us, we arrange to place it through him.

"There are advantages in our plan over the other kind of arrangement. As we place and pay for the ads, we have a right to say what shall go into them. We do not have to talk it over with the dealer. We think we know his best interests. And we give him a series of strong ads which play up his name as well as feature our line.

"Then, by going ahead and firing an opening gun right at the start of the campaign, we give the dealer a little object lesson in advertising and convey to him our sense of its importance. Paying for it ourselves does more to convince him of this than hours of talk would do. And the results do the rest.

"It is argued that doing a thing like this will lead the dealers to demand more of us. That has not happened. It is understood that we have spent in each case all we can spend. The dealer is more than satisfied and does not come back for more."

The Frankel guarantee is broad, but the house does not encourage dealers to impose on it.

SIGNIFICANCES OF POLICIES

The significance of these policies and their bearing on the future of advertising in the men's clothing industry can only be rightly understood after a survey of the situation. No other field is more hotly contested. Hardly any other is less advertised in comparison with the volume of business done. A glance at certain periodicals at certain seasons might lead a casual observer to think the industry pretty well represented and in an

important way, but the showing is deceptive. There are not more than eight or ten consistent national advertisers. The twenty or thirty others that loom up large once or twice a year are not looking beyond the dealer. According to the 1910 census, the wholesale production of men's clothing amounted to \$568,077,000. Less than one-tenth, perhaps less than one-twentieth, of that sum was sold by advertisers. The general advertising in 1912, the last year for which figures are available, was less than half a million dollars, and during the past year, on account of strikes and other reasons, a little less than that. Newspaper advertising in which the manufacturers shared the expense would add a few thousand dollars to the figure.

How does the men's ready-to-wear clothing industry stand in progressiveness? Is its disinclination to advertise a demonstration of its wisdom or its backwardness? And where do Frankel Brothers stand?

"They're all on the wrong track," an acute observer told PRINTERS' INK. "The industry is in a transition period and the manufacturers haven't waked up to the fact that their outlets are changing from many small, easily controlled clothiers to a comparatively few close-buying, dominating department stores."

FINANCIAL WORLD INTERESTED

Whether or not the clothing manufacturers are blind to the significance of the situation and are satisfied to make money for the moment, as our informant alleges, it is a fact that the situation has attracted the attention of the financial world as one that offers unusual opportunities for organization.

Only a day or two before PRINTERS' INK's representative called upon him, Mr. Frankel had been sounded by a banker-promoter on the possibility of organizing a chain of clothing stores to reach across the country and afford a secure retail outlet for a number of different manufacturers. The banker had talked with

Will C. Izor

Announces

His Connection with

NEEDLECRAFT

Circulation Guaranteed

750,000 Monthly

**Headquarters
One Madison Avenue
New York City**

a number of manufacturers and had found most of them agreeing that the undertaking was desirable if started on the right basis.

"He asked me if I thought it was possible," said Mr. Frankel. "I told him anything is possible if the right men start it in the right way. And there is no blinking the fact that it is the logical development of the present condition. I don't know whether it will come within a year or five years or ten years, but it will come. The trade

ter to look ahead and consider what will be the outcome of all these tendencies. I believe the time is coming in the near future when practically all the clothing business in the cities will be done by department stores and manufacturers' chain stores.

"The department stores will increase the pressure on manufacturers and will go more and more into the manufacturing business themselves. They will more and more combine, as some have already done. The small retailers will not have sufficient ability and buying power to cope with them, and probably will not accept the kind of help the manufacture can offer.

LOOKS FOR MORE CHAIN STORES

"Consequently, I look to see some of the smaller independent retailers combine with a number of the manufacturers and become chain stores. There will undoubtedly be a number of these chains. You can see the indications of this now in the agencies of one or two of the large and successful advertisers, and in the retail chains of Browning, King & Co., Rogers Peet Company, the Surprise Stores, May Department Stores, Clafin Stores, etc., which are partly retailers and partly wholesalers. These people simply looked ahead and anticipated the movement that will be forced on the rest of us.

"The field is too closely knit together for any manufacturer to try it on his own account. He would be risking too much. The minute he attempted to enter the retail field himself he would lose all the other dealers. The retail field is very suspicious nowadays. One of the largest advertisers has done a great deal of harm by too frequently shifting its accounts from one retailer to another. News like this travels fast among the retailers. It is not long before the whole country knows it. And blame falls not only on the one advertiser, but on all advertisers—it is held against advertising. It is charged that the advertising houses are building up their businesses at the expense of the re-



PHOTO GELATINE PROCESS, RETOUCED,
PROVED TOO FINE FOR CROWD

has been discussing it for a year or two and there is more talk today than ever before. We cannot complain especially, so far as our own business is concerned. It is growing very satisfactorily. And plenty of other men in the clothing business have made money.

"But the evolution of the business, and especially the rise of the department stores, with their ability to buy close and crowd the manufacturer, are forcing the lat-

There is no connection between the Curtis Publishing Company and the Public Ledger Company but this: that the name of Cyrus H. K. Curtis stands at the head of both companies. The Ladies' Home Journal and The Saturday Evening Post have reached enormous circulations, have become powers in the publishing world, and are now advertising mediums of unmeasured strength, without forfeiting the respect of a single subscriber or a single advertiser. From these facts Mr. Curtis got such a belief in the unerring good sense of the public that he bought the Public Ledger with the intention of giving Philadelphia a newspaper of which Philadelphia might be proud.

PUBLIC  LEDGER

tailer, and that when they cannot get what they want out of the retailer that they will throw him over in favor of someone more complaisant. The feeling is rather deeply ingrained in many dealers.

"There has been some ground for it in the past. Manufacturers have felt their oats and adopted high-handed policies in regard to the trade. To-day arrogance is more the exception than the rule. Manufacturers who dictate to the dealer are few. They realize too well how much they need channels to the market and have substituted for this earlier practice a policy of co-operation and service.

"So when anything is done along the line that the banker has suggested, it will not come from the manufacturers, but from the financial interests, from money seeking investment. Manufacturers and retailers will be drawn together in larger selling units."

OTHER INTERESTS CONFIRM VIEWS

An inquiry among advertising men and retail clothiers confirms these views. The situation is admittedly changing. Until recently the problem of merchandising the ready-to-wear product of the clothing factories was a relatively simple one. There were a large number of outlets, practically all of them small. The buyers knew hardly more about cloth or the manufacture of clothes than the average well-informed consumer to-day. The lines of the leading manufacturers, and especially of the leading advertisers, were eagerly sought for.

To-day it is different. The department stores, though they do not yet offer the largest market, are nevertheless very influential and increasingly so. Their buyers are the pick of the retail field and have come to know almost as much about the clothing business as the manufacturers themselves.

A manufacturer's representative, for instance, goes to the buyer with his line.

"We might do something with this," the department-store buyer says, after inspection; "what's the price?"

"Twelve - fifty," the salesman says.

"Hm! That's Fulton serge that cost you so much. Trimmings cost you so much more. Labor in your locality amounts to so and so. How can you ask twelve-fifty? I'll give you nine."

Some of the larger department stores draw it closer than that. The houses that supply them do it on what is practically a commission basis. The bargaining is all done in advance. The buyer and the factory people sit down around the table and decide on the fabrics and the styles. When the goods are made up the manufacturers open up their books to the department store and they get ten or twelve per cent above cost, whatever that happens to be. This is not only where the department store actually controls the mills, but where it is on the way to do so.

DEPARTMENT STORES AS WHOLESALE- SALERS

The next step to wholesaling has already been taken. The department stores are not only getting more expensive and problematical as a market for the clothing manufacturer, but when he turns to the small-city and town trade he finds other department stores reaching out to that as wholesalers in competition with him. He cannot help seeing it as a tendency. And rural districts and an increasingly larger part of the village and small-town trade he finds already in the hands of the tailors-to-the-trade. The big houses like the Frankels are holding their own and even gaining, but it is not because the field is limitless or is being made easier by tendencies.

A week or two ago, Wanamaker's in New York sold "between \$50,000 and \$60,000" worth of men's clothing in one day. This is declared to be the record. The old record of \$33,000 had been held for some time by The Hub, in Chicago. Marshall Field & Co. do a business of several millions in men's clothing. Consider this in connection with the growth of department stores and the multiplication of chain stores.

How are the manufacturers meeting the tendency? Clever merchandising, expert and gener-

ous service to the dealer, may answer for a time, but for how long, when the dealer himself, the smaller dealer, is in danger of being gobbled up by the big stores?

The largest manufacturers are answering it in various ways. Some are financing their more important dealers, or those they need to assure an outlet in important communities. Some of them control departments in department stores. Others maintain a more or less close supervision over their agencies and allow the man whose name is on the door a selling commission. It would hardly mean anything more if the dealer's name came down and the manufacturer's name went up. It is practically a chain, though without certain advantages of the chain.

THE RESORT TO ADVERTISING

The largest manufacturing house in the business maintains its pre-eminence and holds its dealers by advertising. The second largest, probably the largest in actual output, is trying to increase its profits by securing the permanency advertising gives. Frankel Brothers is a young concern, dating from 1903. It has only some 1,200 dealers where others have 3,000 and 4,000. But it is regarded by many in the trade as being more in line with the new developments than many of the older houses. And it is giving a good deal of attention to advertising. Its national advertising crumpled up for awhile under the three strikes that hit it last winter and spring, but it is planning to resume on a larger scale in the near future, while continuing its newspaper advertising in the 1,200 or more communities where it has dealers.

"Our relations with our dealers," said Mr. Frankel, "are, I believe, unusually harmonious. This is due more to our attitude and policy as described than to anything striking we have done in the way of advertising copy. Our proposition does not, as I mentioned, lend itself to de luxe presentation. We have to bear down on price. The average consumer does not expect to get high quality in a \$15 suit, and, as we

found out in our experience with the window card, is likely to shy at the attempt to make him believe it. He is partly right and partly wrong. It is true that we cannot put the same quality of cloth, cut or workmanship into a \$15 suit that we can in a \$30 or \$40 suit, but we can and do constantly improve the \$15 suit. Manufacturing in constantly increasing volume makes greater economies possible. Specialization makes more.

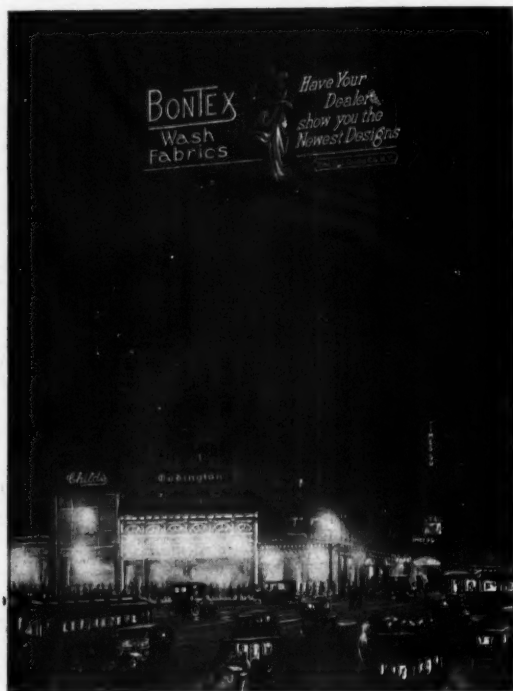
"I believe it is only a question of time when each of us will be concentrating on one suit. We will be making a \$15 suit and nothing else, some other manufacturer will be making a \$20 suit, another a \$25, and so on. It is the Ford automobile idea applied to clothing manufacture. We are making a 'Frankel Twenty' as well as a 'Fifteen' and other unbranded grades for retailers, but developments will be, I am sure, in the direction of specialization."

THE "MESSAGE ON WILSON"

But while the consumer advertising is more or less restricted to publicity and mildly educational copy, the dealer campaign is full of interesting incidents, of which two or three are typical. It was a year ago that President Wilson was inaugurated. For several weeks before the event Frankel Brothers published in *Men's Wear* announcements to the trade to look out for its "Message on Wilson." A good deal of interest was generated which was turned to account when the disclosure was at length made that a certain fabric made by the Wilson Mills was going into the new overcoats. A lot of other fabrics made by other mills were also in the offering, but the Frankels had imagination enough to pick out one mill among a half dozen or so and cash in on the advertising value.

During the last World's Series the Frankels had fence space at the Polo Grounds. A view of the crowd was published by one of the magazines, and this was reproduced in a circular and sent to 5,000 dealers with some baseball talk.

They printed at another time an
(Continued on page 119)



We reproduce above the mammoth "BONTEX" spectacular Electric Sign recently erected by us at Broadway and 43rd Street, New York City (showing to Longacre Square) for The H. B. Claflin Co.

THIS is the first time that the Claflin Company have used an Outdoor Sign, and we are permitted to state that this first experiment is very successful.

They consider this Electric Sign an excellent investment as they have heard from it on all sides.

The Sign is 30 ft. high by 93 ft. long. The figure of the woman in the centre is 43 ft. high.

It is plainly visible from the four busiest blocks on the "Great White Way."

The O. J. Gude Co N.Y.

220 West 42nd St.

The Kansas City Star

carries all the "Wants" of Kansas City and twice as much local display advertising as all the other Kansas City newspapers

It does not print beer, whiskey, fake financial, offensive medical or other objectionable advertisements

The JANUARY circulation
(all paid) was:

Morning	-	182,419
Evening	-	184,899
Sunday	-	180,437
Weekly	-	324,265

Merchandising Work That Turned a Losing into a Banner Year

Winning Practices in Big Tobacco Campaigns

By Curt A. Wessel

THE tobacco business is one of the first to feel the effects of business depression. The mere suggestion that hard times are possible is enough to cause hundreds of smokers to demote themselves from perfectos to panettellas, from tailor-made cigarettes to the "makings," and from nickel cigars to the pipe and ten-cent tin. A man's tobacco is probably the most obvious place to start economizing and the great variety of tobacco products affords plenty of opportunity to cut expenses without serious inconvenience to anybody except the producers of tobacco.

So it happened that, although 1913 is known as the year of the panic which did not materialize, it was a year of anxiety and a period of special activity for the tobacco companies who were confronted, early in the season, with reports of serious slumps in retail gross receipts. The task of counteracting the tendency, and of swinging smokers back to the better quality brands, was the greater because of the vast number of individual outlets through which tobacco products reach consumers.

600,000 RETAIL OUTLETS

According to the Internal Revenue record of licenses issued for the retail distribution of cigars, cigarettes and tobacco there are to-day approximately 600,000 places in the United States, including straight cigar stores, saloons and cafes, restaurants, drug and department stores, where these lines are sold. The fact that in a very great majority of these places—in five out of six as a whole, and in as many as nine or ten out of ten in well-populated districts—the consumer can secure at any time a standard brand of goods such as "Bull" Durham, Fatima

Cigarettes or El Principe de Gales cigars, suggests that behind these brands and the thousand and one other national and sectional smoking favorites there must be some progressive and effective merchandising methods, and any plan to bolster up a waning demand must be equally comprehensive.

To complicate the situation still further, the tobacco business in 1913 was the target for one of the most persistent price-cutting campaigns on record. The center of the price war was in Boston and vicinity, and the chief damage was done in Eastern cities, though at one time the Middle West was affected, and even Denver and San Francisco were the scenes of spasmodic contests. Large retail druggists, with certain department stores chiming in at times, seized upon tobacco products as suitable "leaders," and for weeks popular brands were on sale to smokers for less than the jobbers' prices to straight tobaccoists. The price war was widely commented upon in the newspapers during the late summer, and at one time threatened seriously to demoralize the Eastern tobacco trade. It was the threatened collapse of the entire retail tobacco trade in Boston, signalized by the fact that retailers were abandoning buying from the regular jobbers and were buying hand-to-mouth stocks at the lower-than-wholesale "retail" prices of the druggists, that caused the manufacturers to take a hand. In the fight between the druggists, using tobacco as a bait for various departments in which substantial profits could be made, and the tobaccoists, with only one class of goods from which to make a living, it is no exaggeration to say that the latter stood in a fair way of being wiped out in a year.

To meet this condition, the American Tobacco Company inau-

gured a premium system which was described in *PRINTERS' INK*, September 11, 1913. The chief feature of the plan was the offer of a gift with purchases of goods at the full retail price. In order to get the premiums, the dealer was obliged to display in his windows the signs furnished by the company, which advertised the premium offer and also displayed prominently the price of the goods. By this means the tobacconist was able to make a more attractive offer than the mere cutting of the price, and meanwhile the full retail price was advertised and maintained. The plan was so successful in coping with the immediate price-cutting problem that the American Tobacco Company extended it in the endeavor to counteract the more widespread tendency of smokers to adopt less expensive brands.

CAMPAIGN TO ADVERTISE THE GIFTS

In commencing its campaign in defense of the straight retail tobacco trade, the American Tobacco Company decided that an extensive advertising campaign to carry the gift plan in the mind of the consumer would be essential. The deals have been confined solely to exclusive tobacconists whose efforts the manufacturers wish to encourage.

With this intent the company commenced advertising its deals in full pages regularly in five of the leading dailies of New York and Brooklyn. As the deal penetrates to other parts of the country, similar newspaper advertising is used.

The first deal was a 50-cent Macintosh pipe free to the consumer with each 50-cent jar of Lucky Strike smoking tobacco. This brand was one of the best sellers in the American smoking tobacco list, and was selected to carry the gift because of its undoubted popularity. In the worst-ravaged districts of the price war an offering of 50,000 of these pipes with 50,000 50-cent jars of Lucky Strike was made, and it is a matter of record that \$25,000 worth of merchandise was sold in comparatively restricted

territory in a few days, the very first day of the special producing the sale of 4,000 of these special combination offers in New England alone.

HOW PREMIUMS WERE SELECTED

The American Tobacco Company selected deals which would most logically go together, such as a five-cent cake of Baker's eating chocolate for the sweet-toothed smoker buying a five-cent sack of Lucky Strike; a package of gilt-edge Congress playing cards for the sporty smoker who likes to have a 90-cent jar of Tuxedo tobacco ornamenting the tabourette in his den; a five-cent book of Riz La Croix rice papers with the familiar muslin sack of Durham, for smokers of hand-made cigarettes; a package of sweet-scented Listerated gum with Sovereign and Egyptienne Straights, five and ten-cent "tailor-made" cigarettes; a neat watch-fob bearing the seal of the United States with ten-cent cans of Tuxedo, and so on.

The extremely wide distribution for tobacco products mentioned above was a direct aid to the success of the premium system, because of the wide advertising it indirectly afforded to the manufacturers of the premiums themselves.

The offer of an extra dollar's value for a dollar purchase, as in the case of the Star safety razor deal with a dollar humidor of Lucky Strike smoking tobacco, would seem a stumbling block of expense, prohibiting extensive indulgence in the company's plan. In this case the extensive newspaper and window advertising given the American Tobacco Company's gift-to-the-consumer offers made it possible for the manufacturers to secure their premiums at a non-prohibitive cost. The advertising gave to the deal such publicity as the manufacturer of the premium could not afford. Hence, the latter was willing to quote the tobacco company a price which would make it possible for large quantities of the goods to be distributed profitably as premiums.

Of course, the tendency on the part of smokers to purchase the cheaper brands was promptly reflected in the dealers' stocks. As the demand gravitated towards the lower end of the price scale, dealers stocked up on low-priced goods and failed to evidence any great interest in the better varieties. At this juncture the S. Anagyros branch of the P. Lorillard Company adopted a plan of packing a certificate with each carton of 250 cigarettes. The certificates were redeemable by dealers for cash *only* when presented in certain combinations. For example:

Blue certificates are packed with cartons of five-cent goods; red slips go with ten-centers and white with 15 and 25-cent cigarettes, covering the company's entire range of cigarettes from "Zira," five-centers, to "Deities," 25-centers. Five certificates of each color are redeemed by the P. Lorillard Company for \$1.00 cash. Five red certificates, accompanied by either five white or five blue, are redeemable at 50 cents cash.

The certificates proved a powerful inducement to dealers to carry complete stocks, since there was no redemption value for certificates all of one color (i. e., those secured only from one grade of goods), and the biggest value could be secured only by presenting a combination of certificates from all grades.

LORILLARD'S UNUSUAL PLAN

Another Lorillard dealer-help for the S. Anagyros branch which was notably successful during the year, especially in the cities of Boston and Pittsburgh, was the "Advice to the Heart Hungry" contest which was staged in behalf of Helmar cigarettes. This brand, the Lorillard interests decided, needed pushing. To depart from hackneyed forms familiar in the cigarette trade was another question. So local advertising of a letter-writing contest, truly a novel departure in cigarettedom, was resorted to.

In Boston the results of the campaign were unusually gratifying. Five thousand dollars in cash

prizes were offered for the best love letters written by Helmar smokers, the awards ranging all the way from \$1,000 as a capital prize to 312 prizes of lesser value. Tobacconists were furnished with cards and cut-outs to carry the newspaper pages more effectively, and at the time the contest closed, March 31, Helmars were among the leading cigarettes of New England.

The various sorts of coupons and certificates given with tobacco products are familiar to everyone, and so well established is their value that it is stated upon good authority that 90 per cent of them are eventually redeemed. But the part that is played by the local retailer in their redemption is not generally known except to the initiated.

CASH COUPONS HIGHLY REGARDED

The cash coupon in various sections has become a sort of legal tender as far as the tobacco trade is concerned. In very many cities, particularly in the East and South, the coupons which were packed with Piedmont cigarettes and other leading five-centers of the Liggett & Myers Tobacco Company became as negotiable as Government currency in their proper channel. Dealers have been a prominent factor in this. All of them selling these cigarettes to any extent accepted substantial quantities of the coupons readily in exchange for cash. The writer has seen a sizable wad of 1,600 cash slips, possessing redeemable value of one-half a cent each, exchanged for \$8 in a Middle Western cigar store, the tobacconist accepting the slips as readily and with no more obligation implied than if he had changed a dollar bill. Not only have there been substantial transactions of this sort day in and day out in the trade since the introduction of the coupon, but many tobacconists have been influenced to such an extent that they keep a package of ten cigarettes broken open for sale at the smallest possible retail quantity—one cigarette—to itinerant customers holding the inspiring sum of a half-cent

coupon. Negroes, immigrants and "po' white trash" buy cigarettes on this basis every day—a coupon for a cigarette, and out they go until a surplus nickel or dime for a real package of the goods comes their way.

Not exceedingly worth-while trade, you say. Very true, but it shows the stability which the cash coupon has gained in the eyes of consumer and dealer. With such a broad application of the coupon's redemption value, it is readily understood that an offer of two or four half-cent certificates in a new brand of cigarettes constitutes a specific advertising appeal with which the public and the distributing trades are fully acquainted.

The coupon has become a potent factor in moving goods. The consumer redeems it, the dealer saves it as zealously as the consumer ever did, and very probably pays part of his jobber's bill in coupons. The jobber turns pounds and pounds of the slips over to the manufacturer when it becomes time for him to pay up. Outside of the proportion of coupons which are saved for merchandise premiums, a very great percentage of the certificates packed with tobacco to-day serve to move more stock from the factories.

Right here it should be noted that, while many of the coupons do not bear a designated cash value, but are ostensibly exchangeable for merchandise, their merchandise value is readily enough expressed in cash, and they are traded on that basis. If 250 coupons are exchangeable for a Gillette razor, for example, each coupon is worth two cents in cash. But, leaving the "legal tender" feature out of it entirely, the tobacco companies have found it possible to make the merchandise coupon a promoter of dealer enthusiasm.

It is undoubtedly true that during the early years of coupon-giving much of the pulling power of these offers was lost because the consumer was not interested intimately enough. It became necessary for him to write the fac-

tory for a catalogue, select from the catalogue what he wanted and then send his coupons by mail or express—and wait for return shipment of the premium. Only the thousands of consumers who followed this practice realize how long it used to take. The delay was inevitable with a mass of redemptions coming from all over the country to the factories. Many smokers said "What's the use of waiting?" and an advertising policy which was very expensive to carry on became vitiated.

In order to give the consumer the finest possible chance of redeeming his coupons while the idea is hot within him, the Liggett & Myers Tobacco Company has established throughout the country several branch premium stations. A typical establishment of this sort is at Alder and West Park streets, Portland, Ore., in a territory very rich in Liggett & Myers smokers. The station is purely for local premium demand, as mail-orders of this sort are handled in the West through the John Bollman Company, of San Francisco, Liggett & Myers' coast distributors. The branches have followed the institution of a parent premium station at Sixteenth street and Seventh avenue in New York City, where anything from an ink pencil for 75 coupons to a motorcycle for 30,000 coupons may be secured.

TRAVELING "PREMIUM MEN"

Supplementing the work of its premium branches last year, the Liggett & Myers Tobacco Company used a corps of premium men, several groups fully stocked with redeemable merchandise being sent along various routes over the entire country for the specific purpose of satisfying the small-town smoker. These travelers made town after town, locating in the biggest and best local cigar store for a week or ten days and advertising to the countryside that for the time being Liggett & Myers' coupons would be redeemed on the ground. This plan has not only enthused the dealers whose stores were the favored sites of tem-

Safeguards of Success

There are 6000 national advertisers.

Of these, the leading 400 alone last year invested in space in the 30 principal national publications to the amount of \$15,194,231.

When any business reaches such proportions as these it behooves those to whose hands it is entrusted to surround it with every safeguard.

We are keenly conscious of a share in this responsibility.

Our Advertising Department is organized not merely to obtain new business, but to make that which we have successful. To this end by censorship we protect each reader, thus securing his confidence. To this end we try to protect everybody against unfair tactics, knocking, untruth or exaggeration. To this end we maintain, at an expense of \$25,000 annually, a division whose sole duty it is to improve layouts, typography, display and the printing quality of illustrations. To this end we do the best we know how in makeup, presswork and other mechanical operations.

These are our final safeguards for the advertiser who has reached the point of starting.

Back of these, however, lie the more fundamental things—years of experience—a closely knit group of advisers—a statistical bureau—an expert division of commercial research.

It is these primary facilities which we wish at the outset to place at the service of those manufacturers who come to us, because we appreciate that whatever is done must be done rightly.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

Making good every day

Suppose you were asked to pick out the shrewdest and most experienced buyers of advertising space in Chicago—wouldn't you say the big dry goods and department stores?

In the first place the business of these stores is absolutely dependent on advertising. Their publicity must produce results immediately. A newspaper has to make good *every day* to get their business.

From January 1 to December 31, 1913, The Daily News printed *over a million lines* more dry goods and department store advertising *six days a week* than any other Chicago newspaper printed in *seven days*.

The figures are:

The Daily News	3,129,940 lines
Second paper	1,975,736 lines
Third paper	1,698,242 lines
Fourth paper	1,635,926 lines
Fifth paper	1,186,524 lines
Sixth paper	713,534 lines
Seventh paper	482,959 lines
Eighth paper	439,040 lines

These figures prove that the big Chicago dry goods and department stores consider The Daily News the best advertising medium in Chicago.

Don't they also indicate in what Chicago newspaper *you* should advertise?

The Chicago Daily News

Over 350,000 daily

John B. Woodward
Eastern Representative
710 Times Building
New York

porary premium stations, but has given as much ginger to the entire small-town contingent of the Liggett & Myers Company as any other feature possibly could have done. The smokers and the tobaccoists alike have been served with assiduous care, not altogether characteristic of large concerns in other lines featuring liberal premium policies.

A demonstration of the potency of the coupon as a getter of widespread publicity is contained in the American Tobacco Company's experience with cigarette coupons good for admission to local motion-picture theatres. The inauguration of the system was followed by such a carnival of coupon-begging on the part of small boys and girls that it attracted the attention of certain New York magistrates and had to be withdrawn. It showed, however, how widely and rapidly the knowledge of an attractive offer spreads, even among those who are not immediate purchasers of the goods.

Figures are available which show, in some degree, the results of the efforts made in 1913 to counteract the effects of a bad year. The following table shows that the energy of the tobacco companies was pretty well directed, and there is little doubt that the tobacco business is on a better basis than before the price-cutting episodes of last year:

PRODUCTION OF TOBACCO PRODUCTS IN 1912 AND 1913

Cigars, 1912	7,880,974,616
Cigars, 1913	7,726,852,550
Increase	154,122,066
Cigarettes, 1912	13,235,739,187
Cigarettes, 1913	15,821,591,857
Increase	2,585,852,670
Tobacco (lbs.), 1912	439,353,729
Tobacco (lbs.), 1913	441,853,651
Increase	2,499,922

American Manufacturers Combine to Advertise in Canada

About thirty national manufacturers of food and grocery products in the United States that are distributing in Canada used space in an eight-page grocery extra recently issued by the Manitoba *Free Press*. The supplement was printed in red and black, and was addressed "To the Merchants of Winnipeg and Western Canada."

The talk covered all the advantages secured in selling advertised goods, the development of national advertising,

and explained how the merchant secured with each purchase of nationally advertised goods, an advertising appropriation to help sell them. On the last page the merchants were given this advice: "To secure the benefit of the advertising in this extra it is necessary that you co-operate with the *Free Press*. You can do so by displaying the advertised goods in your windows and show cases—by reading the advertisements in the *Free Press* to familiarize yourself with the selling points."

The supplement also contained a list of wholesale grocers, grocery jobbers and brokers compiled from the records of Bradstreet's and the Canadian Credit Men's Association. The first page featured several articles by noted advertising men. One was by Sir Joseph Beecham, manufacturer of Beecham's Pills.

Bill Against Newspaper Stuffing Comes before Senate

A press dispatch from Albany under date of February 19, says:

"The Senate Codes Committee will give a public hearing on February 25, at 2 o'clock, on the Murtaugh-Adler bill designed to protect newspapers from those who would use them for the circulation of unauthorized advertising matter. The bill makes it a misdemeanor to tuck into a newspaper for profit any advertising matter not authorized by the publisher of the newspaper, a practice of certain persons who wish to avoid payment of the newspaper's advertising charges, or to circulate questionable advertisements as seemingly a part of the newspaper, which the newspaper would reject if offered for regular insertion."

"The Newspaper Publishers' Association of New York City will send a representative delegation to the hearing to advocate the passage of the bill. Some newsdealers of the State are opposing the bill because it cuts off a source of revenue."

Clark to Leave Goulds

C. H. Clark has resigned as advertising manager of The Goulds Mfg. Co. (pumps), Seneca Falls, N. Y., and on March 1 will become advertising manager for Robbins & Myers (motors), Springfield, O.

Before going with the Goulds Company, Mr. Clark was in charge of publication work for The General Electric Company, at Harrison, N. J. Previous to that he was assistant advertising manager of The Western Electric Co.

Walker Joins "Sunday Monthly Magazine"

Robert E. Walker, formerly with the Street Railways Advertising Co. and the Thomas Cusack Co., has been added to the staff of the Chicago office of the *American Sunday Monthly Magazine*.

I. A. Klein, New York, has become Eastern representative for the Des Moines, Ia., *Register and Leader*.

Bill to Legalize Fixed Resale Prices

Fair Trade League's Measure Now in Committee of the House—All Prices Must Be Made Known, and Quantity Discounts Are Forbidden—Conditions under Which Prices May Be Cut

THE bill to permit manufacturers to establish and maintain fixed resale prices for their products, which was drawn by counsel for the Fair Trade League, was introduced in the House of Representatives at Washington, February 12, by Representative Stevens, of New Hampshire, and was immediately referred to the Committee on Interstate and Foreign Commerce. The matter was handled very quietly and expeditiously, and the league's counsel did not know that the bill had actually been introduced until the following Monday, the 16th—too late for its inclusion in last week's **PRINTERS' INK**.

By the terms of the bill, manufacturers, as well as producers and growers of merchandise not manufactured, shall have the right to prescribe uniform, fixed prices at which the goods shall be sold, under the following conditions: (1) The manufacturer who fixes the price must not have a monopoly, nor be a party to any agreements or combinations forbidden by the anti-trust laws, (2) he must affix to each package a notice bearing his trade-mark, his name and address, and the price to the consumer, and (3) he must file with the Bureau of Corporations at Washington, a complete schedule of prices for the goods, wholesale and retail. Deviations from the schedule thus filed are forbidden, including quantity prices, rebates and allowances. If the manufacturer changes his prices, he must file a new schedule. The bureau is authorized to collect a registration fee of \$10.

Dealers are authorized to sell goods for less than the fixed prices only upon going out of business, becoming bankrupt, or when the goods have become damaged or

deteriorated. In any case, the dealer must first offer the goods to the manufacturer at the price paid for them by the dealer. If the latter refuses or neglects to repurchase, the dealer may sell at a cut price, but must give prominent notice to purchasers of the reason for the cut.

The full text of the bill follows:

TEXT OF H. R. 13,305

A bill "to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public."

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the 'vendor,' it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any territory of the United States, or in the District of Columbia, or between any such Territory and another, or between any such Territory or Territories and any States or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, That the following conditions are complied with:

"(A) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture, or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or to the public.

"(B) Such vendor shall affix a notice to each article of commerce or to each carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract of sale, stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public, and the name and address of such vendor, and bearing the said trade-mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages, or other receptacles inclosing the same.

"(C) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect of such article or ar-

Burt Exhaust H



The Largest Corporations in The C Are Using

The Burt Mfg. Co., 232 Main St., Akron, O., U.S.A.

9 Burt Unit Oil Filters

Are Made by the Calumet & Hecla Mining Co.



Re-orders Prove "Burt" Efficiency

The Burt Manufacturing Company
232 Main Street, Akron, O., U.S.A.

The New Burt Ventilator



Steadily For Extreme Conditions

The Burt Manufacturing Company
232 Main St., Akron, O., U.S.A.

Typical Burt Ads Prepared by POWER Make-It-Pay Dept., for Insertion in

POWER

When sending us renewal order for a page a week in Power for five years, The Burt Mfg. Co., Akron, O., writes:—

"The fact that the writer has just signed a five-year contract for full-page advertisements in Power at an increased rate is pretty good evidence that we are satisfied with returns which we receive from this publication.

"The writer has signed contracts with Power for the last 20 years and we think that the repeated continued advertise-

ments in your publication for over 20 years is enough evidence that we are satisfied with the returns we have received.

"We manufacture strictly high grade goods, and want to reach only high-grade engineers, and we believe Power puts us in touch with the right parties."

If you make good goods for power plant use—let Power simplify your sales problem. Let Power help you build a firm foundation for future as well as present business.

**OUR MAKE-IT-PAY DEPARTMENT
WILL BE GLAD TO HELP YOU.**

**HILL PUBLISHING CO.
505 PEARL ST., NEW YORK**

Also Publishers of THE ENGINEERING AND MINING JOURNAL, ENGINEERING NEWS, AMERICAN MACHINIST and COAL AGE.

titles of commerce to be covered by such contract of sale, and, also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at retail from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of \$10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other device whatsoever.

"(D) Any article of commerce or any carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (C): First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt, or a receiver of the business of such dealer shall have been appointed, provided that such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, or, second, if such article of commerce or contents of such carton, package, or other receptacle shall have become damaged, deteriorated, or soiled: Provided, That such damaged, deteriorated, or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated, or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated, or soiled, and that the price thereof is reduced because of such damage."

Campaign for a Baltimore Catsup

Gibbs Preserving Company, of Baltimore, Md., is using a list of newspapers in the South to advertise Gibbs "Bull Head" Catsup. At the beginning of the advertisement this suggestion was made: "Try this—for the lunch-box—cold meat sandwiches—the meat, spread with a tasty, toothsome catsup." A large page of the space is devoted to an explanation of how thoroughly the tomatoes are inspected, etc.

Central Division to Meet at Indianapolis

The Central Division of the Associated Advertising Clubs of America will hold its last convention for which a programme of entertainment features may be arranged, April 9, 10 and 11, at Indianapolis. Hereafter each convention of the division will be of a strictly business nature and each succeeding gathering will be in the same city.

The Indianapolis club which entertains the convention this year is a division of the Indianapolis Chamber of Commerce. It represents practically every commercial organization in the city in welcoming visiting advertising men.

In addition to the 1,300 members of the central division clubs, the members of practically every advertising and commercial organization in Illinois, Wisconsin, Michigan, Ohio and Indiana are also being invited to attend the convention.

Best He Ever Examined

MAHIN ADVERTISING COMPANY
CHICAGO, Jan. 23, 1914.

Editor of PRINTERS' INK:

I want to congratulate you on your circulation statement for PRINTERS' INK.

If all the newspapers, magazines and farm papers would give us such definite and detailed information as you have here, I am sure it would be much easier for us to show advertisers that they are getting what they pay for when they buy space in those mediums.

This is really the best circulation statement that I have ever had the pleasure of examining, and I have examined a great many during the last twelve years.

MAHIN ADVERTISING CO.
W. H. RANKIN, Vice-Pres.

British Ad Clubs to Be Associated

It is expected that the Associated Advertising Clubs of Great Britain will be formally organized in London on June 1.

In a cablegram to O. J. Gude, president of The O. J. Gude Co., New York, Charles F. Higham, of the London Thirty Club, says: "My resolution unanimously passed Thirty Club to push forward the organizations of advertising clubs in every city of Great Britain. All to meet on June 1, to form the Associated Advertising Clubs of Great Britain."

Mr. Gude recently went to London and extended an invitation to all British ad men to attend the Toronto Convention of the A. A. C. of A.

Trade Paper Changes Its Name

Publishers of the *Grocery World* and *General Merchant* announce a change in the name of this periodical. Hereafter it will be called *Modern Merchant* and *Grocery World*.

De Vinne's Work for Better Typography

Death of Famous Printer Recalls Advance in Display Faces in One Lifetime—His Views on Advertising Type Expressed in Article in PRINTERS' INK in 1891—Sketch of Career

THEODORE LOW DE VINNE, the famous printer, died at his home in New York on February 16th. He was 86 years old. Until six years ago Mr. De Vinne was head of the well-known printing firm of Theodore L. De Vinne & Co.

While Mr. De Vinne was perhaps most widely known on account of the high standard of craftsmanship which distinguished all the products of his establishment, both books and periodicals, he also left his impress upon advertising typography. The display type face which bears his name has had an enormous effect in bettering the appearance of advertise-

ments in newspapers and magazines the world over.

Just at this time it is of peculiar interest to recall his views as presented in an article contributed to PRINTERS' INK 23 years ago. While the considerations set forth in the following extracts from that article in the issue of January 7, 1891, may seem elementary to the sophisticated advertisers of to-day, they were very much to the point then:

"The art of displaying types is not to be taught in one or even a dozen lessons. The novice will get the skill he wants largely from the study of his own failures and those of other compositors. These hints may be of value; the same rule which forbids the use of ornamental type should also shut out extra condensed type. Many a display line of long words is often crowded in one obscure, extra-condensed line, when it would be more readable in two lines, which will occupy no more space on the paper.

"Too many faces of type are

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

used in miscellaneous display. If one has a thoroughly well-graded assortment of different sizes and different widths of gothic, running from pearl to four-line, with appropriate lower case, he has enough to make effective display. If the compositor is equipped with a full series of this face he has no need of antique, titles, clarendon, or any other plain face. The greater variety of faces he puts on a page, the worse he makes that page look. If he does not like gothic, let him use antique or clarendon, or any other form of letter; but, having selected one style, let him stick to it. He will find that his customers, however much they may object in the beginning to this simplicity of style, will ultimately like it better than the use of mixed styles."

Mr. De Vinne's remarks serve to show how far advertisers have improved upon former practices:

"Borders judiciously used are a grace, but these borders must be plain black and white, and not too fine. The gray-tinted and profusely ornamented borders with which our specimen books abound are very unsuitable for advertisements.

"Signs and emblems can be very effectively used; the simpler they are the better. Here, again, one can find but little of value in the specimen book. The more striking ones can be made by an engraver in a very few minutes. The bold-face section mark or paragraph mark, an ivy leaf, a shamrock leaf, or any simpler form in this style, can be effectively cut by any clever stereotype finisher."

In referring to Mr. De Vinne's death, *The Evening Post*, New York, of February 17th, says:

"Persons familiar with the history of American printing, and especially its development in the last thirty or forty years, linked to-day the name of Theodore Low De Vinne with those of Gutenberg, Aldus, Caxton, Plantin and our own B. Franklin, in discussing his contribution to the art of modern printing. It was De Vinne's skill, they pointed out, that really gave rise to the illustrated maga-

zine in this country, many years before lithography made illustration so simple that almost anyone could get out a periodical with pictures."

Mr. De Vinne got his first lessons as a printer in the office of the Newburgh, N. Y., *Gazette*. He had gone there from his home in Stamford, Conn. He worked in many offices and finally formed a partnership with Francis Hart. In 1877 Mr. Hart died, the firm being continued until 1881. Two years later the firm of Theodore L. De Vinne & Co. was formed.

Numerous books relating to the printing industry were written by Mr. De Vinne. His "Invention of Printing" is an authority on the subject, and is so regarded both here and abroad. Also, his four smaller books, "Correct Composition," "Plain Printing Types," "A Treatise on Title Pages," and "Modern Methods of Book Composition," are standards in their respective fields.

In his "Correct Composition," he gives the results of fifty years of experience as a middleman between author and compositor.

Novel Plan in Wilbur's Chocolate Copy

What appears to be a new and original idea in selling chocolates is being presented through the magazine advertising of H. O. Wilbur & Sons, Philadelphia, Pa. The plan is an effort to induce people to subscribe in advance for chocolates and have them sent anywhere desired each week or each month as the chocolates are freshly made. The consumer can order a single issue (which means an order), four or six issues, to be delivered postpaid direct from the factory on the date specified.

Darlington, an Owner of "Texas Stockman"

J. M. Darlington, formerly advertising manager of the *Farmer & Stockman*, in Kansas City, has become president and manager of *The Texas Stockman and Farmer*, San Antonio.

Before going with the *Farmer & Stockman*, Mr. Darlington was with the *Kansas Farmer*, and before that was with *Ranch*, at Seattle.

J. H. W. Rees, until recently advertising manager of Deuth & Company, importers of incandescent lamps, has been made general manager of the United Electric Lamp Company, Bush Terminal Building, Brooklyn.

Electric Railway Men will spend more than \$50,000,000

for repairs and up-keep during the next few months. They are now getting ready to shop. Maintenance is one of their biggest jobs. They know that they must buy. What to buy is their present problem. For years they have solved it by referring to the

Maintenance Issue of the Electric Railway Journal

It tells railway men a lot about the new things and the standard apparatus that go to make up the \$50,000,000 annually spent in maintenance work. This year's issue will be dated

March 21

The advertising pages afford the place, at the right time to make a big, forceful, effective selling effort—to tell a sales story to a listening audience of ready buyers.

Send your printed matter, and let us lay before you an intelligently prepared definite proposition for utilizing this remarkable number.

McGraw Publishing Co., Inc.
239 West Thirty-ninth Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering



"GOOD OLD HARPER'S"

"All the rest of them have gone, chasing the false gods, some of tin, some of clay, and some alas! of mud and slime; Harper's Magazine alone remains true to its ancient faith. It might well claim for its motto: 'The First in the Field; the Last to Leave It.'

"Practically all of the American monthly magazines except Harper's have obediently responded to what they imagined was the demand of the readers of today; many of them have burned their bridges behind them, with more valor than discretion, and some, lacking the boldness frankly to abandon their old standards, are tentatively toying with departures in text and illustration, as if to discover how much of the new and inferior stuff their readers will stand without a revolt.

"True quality has been ruthlessly sacrificed to sensation in the hope that it may bring the usual reward, circulation, which, in turn, will bring advertising, the sole end and aim of the modern magazine publisher. . . . Crude illustrations, the work of decadent or half-trained artists, have taken the place of drawings that were a delight to the eye and a gratification to the artistic sense; the scholarly and cultivated editorial touch has been superseded by the italicized sentimentality, the capitalized boastfulness, and the double-leaded egotism of the literary bounder and charlatan. Literature has gone and the discussion of the more revolting 'questions of the hour' has evicted it. . . .

"Harper's Monthly is now practically alone in the position which it took in the beginning and has consistently maintained ever since. Evidently its publishers are determined, in these days of easy and prompt compliance with a sentiment esteemed to be deep and widespread because it is vociferous, not to be misled by clamor into the belief that all Americans have gone mad. They are obviously minded to uphold and advance the publication's traditional standards, thereby widening the distinction between it and its backsliding contemporaries.

"In the long run this will prove not only the best but the wisest policy from every standpoint, business as well as ethical. To every true advance and improvement Harper's has responded promptly and generously, but it has made no mistake in committing itself to the sensational in either text or illustration. Today it stands absolutely alone in its field; distinguished and discriminating, and reflecting, as it always has done, the fixed stars of the literary firmament, as well as the abiding spirit of the American people, not the transient echo of the yet unamalgamated alien."

The striking editorial quoted above under its original title, is from "The Bellman," one of the ablest and most distinguished of American weeklies, published in Minneapolis, Minn., in its issue of February 7, 1914.

Devices for Distributing Dealer "Literature"

One Plan That Brought 15 Per Cent Returns Requesting Handsome Display Card—Importance of Right Packing of Cards in Cartons—Proper Place for Cards in Cases Selling Through Jobbers

By H. W. Dunphee

Of the C. A. Edgarton Mfg. Company
(Shirley "President" Suspenders)

I HAVE never seen any statistics giving the total cost of the display material for dealers used annually by national advertisers, but I think anyone who will give a momentary thought to the subject will admit that there is a huge waste. Many manufacturers are studying how to cut down this waste. An interchange of experiences will help all along the line.

It is our experience that tastes differ widely, not only among individuals, but among nations. In South America, and I believe in most of the Spanish-speaking countries, the favorite card is the one which shows the technical points of the goods; pretty girls are not popular. Nor in our experience are the girl cards favorites in England, while in the United States we all know the rage for designs in which the female figure plays a prominent part.

I believe the promiscuous distribution of cards and other "literature," with the idea that out of a thousand pieces sent out a hundred will be displayed, is the most common cause of waste. I would rather buy ten thousand cards and send them to a list of customers whose names I already have on my record as having asked from time to time for advertising helps than to distribute a hundred thousand on the hit-or-miss plan.

One method of distribution in which I place considerable faith is to pack a circular in each dozen or half-dozen cartons, showing a black-and-white reproduction of the card and offering it to the dealer if he will write for it. I would not expect to be flooded with requests, but would feel

pretty certain that the dealer who wrote for the card was interested and that the card would be used. I think my ten thousand cards would pay a bigger dividend than the hundred thousand sent broadcast.

HOW TO GET PAST THE JOBBER

The manufacturer who sells direct to the retailer is in much the best position to secure profitable use of his advertising matter. The factory selling through the jobber has a more difficult proposition. I have found that the proper place for the show card that is packed in the carton is under the first layer of goods. If the card is on top, the jobbers' stock men will very likely toss it aside when they open the carton to inspect the contents and forget to put it back.

A few years ago we brought out a very handsome window card for the holidays. It was too costly to hand out indiscriminately, so we adopted the following plan. A circular, headed by a halftone of the show card, was issued. The text pointed out to the dealer that this handsome Shirley President Suspender card displayed in his window would brighten it up, draw attention and bring people into his store, and that every customer our card drew meant another opportunity to sell a tie, some hosiery, or some article in stock. In short, the entire theme was: Our card will get the people into your store, and that means an increase in general sales.

"SAMPLES" OF CARDS ENCLOSED IN CARTONS

This circular was mailed to a large list of dealers and brought 15 per cent in returns. We believe every card was used to advantage. Let me say that it took two of us three days to write that circular. It was a corking good circular, it had to be, for we were asking the dealer to give us space in his window at Christmas time, when such space is worth more than at any other time in the year.

Another plan for distributing large window cards to interested dealers is to pack a small card in

each carton or case. Announce on the back of the card that a full-size reproduction suitable for window display will be sent on request. Such requests will show that the dealer really wants the card and will use it.

All such requests must be handled promptly and the card should go out the day the request is received, for after writing for the card the dealer's interest cools, and the longer the card is delayed the colder he gets. Put the card in his hands quickly and write him a strong letter of display talk to get him as warm as he was when he wrote for the card.

MAKING DEALERS APPRECIATE OFFERS

Most of us know that we appreciate the things that cost us some effort to get. A short time ago we packed a circular in our boxes, offering an outdoor sign, an expensive one. The lower part of the circular was in coupon shape. The dealer could have the sign, provided he would agree to send us a photograph of the sign in position on his store. We did not care for the snapshots; all we wanted was proof that the sign was properly used. We received hundreds of photographs, an occasional affidavit, and many letters stating that there was no photographer in the town, but that the sign was up and pulling business.

So I say, be sensibly stingy with your show cards. Don't let the dealer think that they are as free as air. Don't fire them at him as if they had no value. Give him to understand that they cost money; that he is welcome to them if he will use them to push the sale of your goods. Do this and your show cards will pay dividends.

Advertising Needs of Panama Exposition

FRANK J. GLUNK,
Advertising Service
SAN FRANCISCO, Feb. 14, 1914.

Editor of PRINTERS' INK:

Your little five-line comment on page 98 of your issue of February 5 is so timely that I cannot help asking you to help open the eyes of the exposition management on this most important sub-

ject.* The other day, as I gained a bird's-eye view of the grand spectacle, immeasurably grand even in its present incomplete state, I could not help regretting the short-sightedness which put millions into construction, but would not spend thousands in education. Of course we have some live advertising men here who preach the necessity of world-wide paid publicity, but you know the story about the prophet in his own country. If you want to do the entire nation a great favor. Why not write a number of timely articles on the importance of immediate publicity in the leading magazines and newspapers of the world? The material is here. No advertising manager with a million dollars at his command ever had such a rich theme to work with.

Of course, we hear the argument that the fair will be fully advertised later on. That may be true, but the bulk of visitors must come, not from the wealthy class with ample means to travel on the spur of the moment, but the class who must save from one to two years for a trip involving any considerable sum. "Save your 1914 vacation money for the greatest of all vacations, a trip to the World's Greatest Exposition and California in 1915," that is the thought that should constantly be hammered home now. Such articles advising paid publicity in your valuable medium, written by world authorities, which you seem always to have at your command, would not be without fruit and as stated before the fair is worthy of your support because the benefits will be national; because every foreigner that makes the trip is sure to cross the continent once or maybe twice before he gets home and some of his money will be left at every great center in the nation. Besides it will be an eye-opener to hundreds of thousands who will spread the story of the immensity of this country both in size and resources and that will help to create a healthy respect for Uncle Sam which can only be beneficial to us.

Of course the exposition, great as it is, will only be one thing that visitors will enjoy. The great new city risen from the ashes in nine years, the many side trips into the world's finest scenic places, the splendid climate—are all features that the skill of the greatest builders of Chicago and St. Louis could not supply. Yet these two expositions themselves were well worth the trip; I saw and enjoyed both. Everything points to a splendid future here, although there is, as always, a big influx of workers, all of whom can of course not be accommodated. Of course, all we advertising men expect to meet every brother in the business during 1915. Believe me, it will be well worth the effort and for once in the history of expositions hotel rates will be uninfated.

FRANK J. GLUNK.

* The comment to which Mr. Glunk refers is a portion of an editorial, "Teachers Want a Press Agent," and is as follows: "By the way, what has happened to the advertising campaign of the Panama-Pacific Exposition? Is it possible that anybody out there is obsessed with the press agent idea?"



BUILDING an advertisement up to the quality of the goods; up to the market for the goods—that is our business.

La Marquise Cigarettes are sold in exclusive hotels, fashionable clubs, high class cafés—places where the ordinary advertisement is not even tolerated.

And so—

We developed a show card that is good enough to buy preferred position in exclusive hotels, fashionable clubs, high class cafés—places where ordinary advertising is not even tolerated.

AMERICAN LITHOGRAPHIC CO.

52 East Nineteenth Street

New York City



The Hanger:

It is the most adaptable of direct advertising; the most acceptable—and the last word in the making-it-easy-for-the-dealer idea.

There are no instructions to be followed in setting it up; no limits to the field of operation.

The hanger gets to the dealer all ready to go to work—anywhere: in the store, or on the wall, or on the shelf; or on a display of your goods;

—in the window: on the window pane, or on the back of the window, or as a part of the window trim.

The making of good hangers is part of our business. We probably do more of this class of work than any other house in America.

PRINTERS' INK



We've an organization of advertising experts whose work is solely the creation of ideas for indoor advertising. We've artists who devote their entire time to the development of the proper illustration.

And—

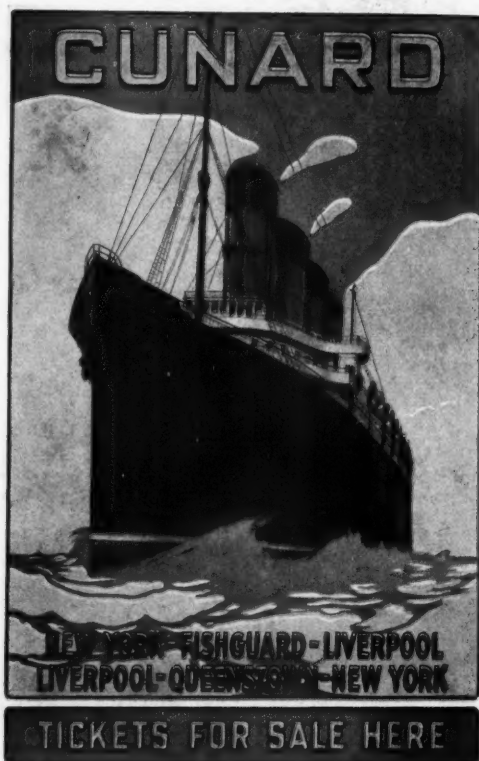
Being equipped with all processes for reproduction, we are prejudiced in favor of no one process.

AMERICAN LITHOGRAPHIC CO.

New York
Cleveland

Chicago
Philadelphia

Boston
Buffalo
Detroit



The specimens reproduced in this advertisement give some idea of the breadth of hanger advertising: some idea of the scope of this organization. We would like to tell you more—specifically.

AMERICAN LITHOGRAPHIC CO.
52 East Nineteenth Street
New York City

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The Methodical Search for Copy Ideas

Further Introspections of An Agency Copy Writer—Four Well-Tried Devices That Usually Net Something Worth While—Diverging Hunts for the "Happy Phrase" and "First Principle"

By F. R. Feland

BOOKS on advertising, and gentlemen who have read those books, tell us that there are two different methods of writing advertising copy.

These two methods, if the worthy pedagogues are not joking with us, are the Inspirational Method and the Evolutionary Method.

The Inspirational Method starts with a winning argument and proceeds gracefully towards the goods that are to be sold. The Evolutionary Method starts with the merchandise and works from that into the argument.

Neither way is easy. Pope's characterization, "The mob of gentlemen who write with ease," does not apply to the writer of advertisements.

Too frequently the ideas won't come—the batteries of the mind seem disconnected—the brain feels as if it were a perfectly good motor with no dynamo to feed it power—the thought engine gets on a dead center and the force to push it over is being employed elsewhere to hold the universe in poise.

It is then that Inspiration must come to the rescue.

Presumably every writer has his own method of getting the torch to burning.

The questionable distinction of writing this and a preceding article on the same subject belongs to one who can summon his choice of four different devices for getting started on a subject.

They are:

- The Happy Phrase
- The First Principle Fact
- The Studied Appeal
- The Predicament

The titles considered alone won't convey a whole lot to you, but a few words of light will be shed on each.

The Happy Phrase trick, and "trick" is an unfortunate word, consists of glancing over books and newspapers, editorials especially, until a single word of unusual quality or a phrase that has a pleasant swing strikes your eye.

Then you build your advertisement around this word. You make that word generate a phrase and you take your phrase and comb it out, part its strands and reweave it to fit the product of your advertisement.

As an instance, the "spark" for some very successful summer beverage copy was secured from a headline in a Northwestern newspaper. The headline was "Wind-swept city shivers in icy blast."

That sounds cold. It would sound cold in mid-August, and the cue it gave the writer was to pick out of every cold-wave story in the newspapers that winter the chilliest, snow-birdiest words he could find and group them around his beverage—like arctic explorers photographed around an icy igloo.

Before this article goes any further it may be just as well to say that no matter how scatter-brained some of these ideas for getting ideas may sound, they have proved the bases for advertisements that have started new wings on old factories and have caused the old "help-wanted" sign to be brought out, dusted off and hung over the door of the employees entrance.

THE PRE-HISTORIC START

Number Two is the First Principle Fact. This is a guaranteed self-starter.

You begin at the beginning of all things. If you are writing about automobile trucks, you start with the pre-historic methods of carrying burdens on the head or dragging them behind on the ground, and work from that right straight down to the six-ton proposition you are selling.

If your copy is about stationery, commence with the first rude scrawls on a piece of birch bark,

and have your artist contrast it with a photograph of a modern paper-mill.

An excellent advertisement for a dentifrice was set in motion by the adoption of this expedient. The copy began with the elemental statement that the human animal chewed its food with teeth. The ascent to the merits of the dentifrice was steep and quick, but somehow the reader was kept reading all the way from the top line down to the one where the magazine modestly insists that in the zeal of answering the advertisement you fail not to render unto Cæsar the credit for the inquiry.

The literary shoe-latchets of Mr. E. Hubbard are inviolate so far as the writer is concerned, and it would be manifestly unworthy to suggest that he invokes ideas from formula, but some of his most widely circulated commercial booklets are striking examples of the development of a First Principle Fact into a selling argument.

THE "STUDIED APPEAL" AND WHAT MAY BE DONE WITH IT

The Studied Appeal is Number Three on the little list. You use it when you deliberately decide whether you will appeal to the reason or to the emotions of your readers. Roughly and in plain terms, every selling talk is aimed at one of the following basic human characteristics: Vanity, Cupidity, Laziness, Gluttony, Ambition, Fear, Wanderlust and Love of Luxury.

One reason why the automobile is one of the most extensively advertised of all commodities is because its selling appeal can be founded on almost every one of the above weaknesses. Are you vain? Here is a car that will be the envy of your neighborhood. Are you stingy? Here is a bargain. Are you lazy? Ride, don't walk. Are you ambitious? Buy a car, and you rise in the esteem of those with whom you transact affairs (a perfectly fallacious conclusion—a sweet sophistry that still catches flies). Are you worried about your health? Get out

into the open air. Are you restless? Travel for miles in your own car. Do you love luxury? Our cars have soft, cushioned seats upholstered in purple magnificence.

And there you have the application of the Studied Appeal. Food products, you say, can appeal only to Gluttony. Oh, no, you can scare up customers with Purity Talks or coax vain people to buy because your tea-room is exclusive. And the lazy housewife will begin to fumble for her purse the minute she hears that these beans are already baked by a chef who came from France, the home and birthplace of the baked bean.

Number Four is the Predicament. It consists of putting your reader into just that (a predicament) and showing him that there is a way out, if he buys something.

Possibly this is a branch of the Studied Appeal resource, but it has some points of its own that entitle it to be treated separately.

HOW THE "SOCIAL PREDICAMENT" IS WORKED

You have seen it worked dozens of times in food advertising. The reader is cajoled into believing that an "unexpected guest" will stand his household on its head unless he has a tin of kippered herring in the ice-box to offer the callers who have swooped down without warning and who, in the illustration, are pulling his doorbell with the air of folks to whom food would best be not denied.

Residents of little county seats in the Middle West are made to realize that when they arrive home from the theatre, they are indeed in an awful predicament without Bullo Bouillon Boluses.

A variant of this is suddenly to accuse a man of having trouble with his smoking tobacco. He reads, "You have smoked tobacco that scorched your tongue and fried all the fat out of your uvula. Your cheeks are scalded where the tears have flowed, because there was no pipe tobacco put up in a package that was red enough to suit you. Had you been sired

by Misfortune and dammed by Grief your present misery would make you unendurable to your parents. Smoke B. G. and smile once more."

Here is how this principle was used with great advantage to sell plow trucks, that is, trucks that turn a walking plow into a riding plow. The copy writer reasoned about the predicament of the farmer. Hired hands are costly and hard to find. Nearly every farmer has a small boy, but a boy cannot handle a heavy walking plow. There was the predicament. The big black line that showed the way out and sold the goods was "Make Plowing a Boy's Job."

A hand corn-planter is siphoned from factory through dealers to farmers in vast quantities every year as a result of copy literally written in a hardware store. The copy writer goes back home for his vacation, loafs around the local wire-fencing, cutlery and ten-penny-nail emporium and gets "predicament ideas" from the farmer first hand.

As a matter of strict fact, the copy writer doesn't put his readers in these predicaments at all—he puts himself in them and figures his own way out with a sharp eye open to where the merchandise he is offering will help him.

That is, perhaps, the supreme test of an advertisement writer. Can he put himself in exactly the mental and physical situation of the man he is trying to sell, and reason as he will reason, and react as he will react?

If you can do this, you can write advertisements that will sell goods, and when you can do that you can admit that you are an Inspirational writer and exhibit your whole bag of tricks and defy the Evolutionist to show you where you are wrong.

Anti-Substitution Bill in Massachusetts

A bill has been introduced in the Massachusetts House of Representatives which provides a penalty of \$50 for selling or delivering any article except such as has been ordered by the customer, without first notifying the customer and telling what the substitute is.

The bill is known as House Bill 1,162.

William Henry Boardman Dies

William Henry Boardman, for many years president and for eight years editor of the *Railway Age Gazette*, died at his home in Ridgefield, Conn., on February 18. Mr. Boardman had been seriously ill since 1911.

Mr. Boardman was born in Dixon, Ill., August 3, 1846. His father owned *The Dixon Telegraph* and it was in the office of that paper that young Boardman picked up many details of the printing and publishing business. After spending five years at the University of Michigan and taking two degrees Mr. Boardman joined the *Railway Gazette* which was owned by A. N. Kellogg and was published in Chicago. From that time until his death Mr. Boardman's life was spent in the service of what is now the *Railway Age Gazette*.

S. Wright Dunning and Matthais N. Forney bought the *Railroad Gazette* in 1871 and in 1883 Mr. Boardman bought most of Mr. Forney's holdings. In February, 1903, Henry G. Prout, for 16 years editor of the *Railroad Gazette*, withdrew and Mr. Boardman became editor.

Aside from his publishing activities Mr. Boardman was a lover of outdoor activities. He was a pioneer in lawn tennis in America. In 1878 so little was known of the game in America that Frank Stockton asked Mr. Boardman to write a story of the game for *St. Nicholas*. Shortly after, Mr. Boardman patented a tennis racket from which he enjoyed royalties for some time.

Mr. Boardman was an extensive student of nature and is the author of a charming little book, *The Lovers of the Woods*.

Holtz, Director of United Publishers

Max Holtz, president of the Economy Service Company, and a director in the Textile Publishing Company, publishers of *The Dry Goods Economist*, has been elected a director of the United Publishers Corporation. He has also been made a director in the Automobile Blue Book Publishing Company.

Dailey Speaks to Cleveland Ad Men

William Dailey, of the Cheltenham Advertising Service, was the principal speaker of the meeting at the Cleveland Ad Club, on February 18. Mr. Dailey spoke on how various mediums have figured in the success attained by various national advertisers.

Pettit Leaves Commerce Co.

W. S. Pettit, sales manager of the Commerce Motor Car Company, Detroit, has resigned but has not announced a future connection. Mr. Pettit was at one time advertising manager of the Studebaker Corporation.

The Story of a Business Which Was "Different and Peculiar"

By Roland Cole

Adv. Mgr., Yawman & Erbe Mfg. Company, Rochester, N. Y.

IT is always interesting to try and define advertising. PRINTERS' INK has been searching for a satisfactory definition and it has brought up some clever and ingenious descriptions.

One of the hardest lessons to learn is that advertising is not display, and that's an error that advertising men, as well as others, are constantly slipping into, because most products can be advertised in the newspapers, the magazines, the street cars, on billboards, etc., and it is a quick jump from the thought that you can reach the people you want to reach in a certain way and the consideration of the kind of display by which to reach them. Of course, advertising isn't display any more than salesmanship is a well-dressed salesman. The product, the maker, people who use the product, and other things have to be borne in mind all the time and must always be the starting point for any thinking along advertising lines.

Generally speaking, there are two big things to look out for—idleness on the one hand and fanaticism on the other; that is to say, the danger of doing no advertising at all, just because business is good and orders are coming easy, and becoming a fanatic on the subject and spending all your money in one kind of advertising, like "Sunny Jim." Understand, I don't mean to say that jingles are wrong when supplemented by advertising in other forms, but when used all by themselves and applied indiscriminately to articles of limited use the plan has more than once met failure.

In "Y and E" advertising we have used about every form of advertising there is, with the ex-

ception of the billboards and large painted wall spaces, and perhaps we may use these before we get through with it. We have used some forms of advertising that we will never use again, though I don't believe there are any forms of advertising in existence, with the exceptions I have noted, which we have not used at least once.

I am going to tell the history of "Y and E" advertising as I have been acquainted with it for the last ten years. Here is a case where a business was in such a flourishing condition that advertising was not needed, and yet it was used as insurance for the future.

Of course, our business is "different and peculiar." It wouldn't be worth while if it wasn't. Our advertising was worked out in accordance with its peculiarities.



Equipment That Makes Filing Systems Run Smoothly

"Y and E" Filing Equipment is unequalled for quality, strength, appearance and utility. It provides the most efficient means for keeping papers, records and the many things every office must have ready for instant use.

A—Simple Vertical Filing System for rapid reference and easy removal of papers. It is the most efficient filing system ever devised. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance.

B—Efficient Cabinet for the storage of all your papers, records and the many things every office must have ready for instant use. It is the most efficient filing system ever devised. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance.

C—Efficient Box for the storage of all your papers, records and the many things every office must have ready for instant use. It is the most efficient filing system ever devised. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance. It is the only one that allows you to see the name of the paper you want at a glance.

Send for Folder

Y and E

YAWMAN & ERBE CO.
 100 West
 Rochester, N. Y.
 In Canada, The Yawman & Erbe Co., Limited

SPECIMEN OF 1918 MAGAZINE COPY, SHOWING STANDARDIZED TRADE-NAME LETTERING

This is directed toward men who have been through the mill.

We have no great success in securing business except from people who know something about advertising.

The "new beginner" is apt to be more impressed with de luxe scrap books, glass partitions and up-lift talk than he is by prosaic business talent.

But if you are one of the business men who have acquired by experience a pessimistic view as to the depth and sincerity of advertising agencies, we earnestly solicit the privilege of an interview. The conversation will deal with your selling problems, particularly in their advertising aspect. There will be no stage setting and no attempt at hypnotic oratory. We have no magic wand to wave.

All we claim is superior success in selling goods.

F. Wallis Armstrong Company
Philadelphia

From 1880 to 1898 not a dollar had been spent in advertising; that is, not in the accepted forms of advertising, while the firm had grown out of its original quarters two or three times and had built its own factory on St. Paul Street, Rochester.

In 1898 Yawman & Erbe bought out the Office Specialty Mfg. Company and changed its name from Yawman & Erbe to Yawman & Erbe Mfg. Company, and its advertising history began.

One of the most difficult things in the world is to convince a growing and prosperous business that it should begin to advertise. Things are coming too easy, and why worry about the future? Yet the growth of the business from 1898 to 1914 has been greater by far than from the day of inception until 1898. At the present day the company has the extensive St. Paul Street factory with about 250,000 square feet of floor space, the new factory at Gates, just outside of the city limits, with about 250,000 more square feet of floor space, and the extensive Canadian plant at Newmarket, just outside of the city of Toronto. From three men in the business 34 years ago we now have a force of 12 branch managers, each one in charge of local selling forces from two and three up to 15 and 16, a force of 16 traveling men covering this country from Maine to California, and, in addition, our Canadian force covers the Dominion of Canada from one end to the other.

Briefly, here's the problem:

How to reach the consumer through four avenues, first, our branch selling organization; second, through our traveling men who cover the country at large; third, through our correspondence department to towns not covered by branches, traveling men, or agency and dealers, and, fourth, through the dealer. How to do it?

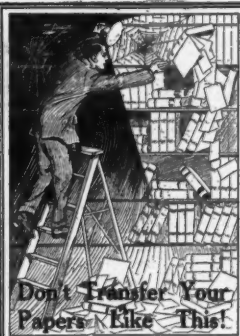
Naturally we made some false starts and wasted a lot of money trying to find this out.

Our thought at first was that we made sectional cabinets. These cabinets were designed for use in offices. They were made in separate units so that a man could begin with one and add others as his business grew. The sections could be arranged to suit the requirements of the office, stacked around a window, as shown here, and rearranged at any time to suit the convenience of the user.

Therefore we went to the public first of all with a story about furniture. We called attention to our filing cabinets as office furniture; our arguments had to do with the convenience of sectional construction, the quality of our product, and similar points. This was the beginning of "Y and E" advertising and it led to a singular discovery.

AN EXPERIMENTAL BEGINNING

Our salesmen were furniture salesmen. They were calling on their customers and asking if they needed any more cabinets, and customers were telling them "No," but occasionally they were buying



Don't Transfer Your Papers Like This!

Is your office in this class? When you want last year's correspondence, does a clerk go to an out-of-the-way, dark, transfer room, grope his way among cobwebs, reach to dusty shelves, and waste valuable minutes a dozen times a day?

He wastes your overhead capital a night! He wastes your clerical force in one hour!

Merely like this in an office of average size will waste an average volume, five or ten or a hundred times a day. This wasted time amounts to hours a week and many days in a year.

Use the Y and E filing system. It's the only way to transfer papers. Just as for a box of the Y and E box, "Y and E" Transfer Papers and Boxes! This way your papers are organized and delivered, and you are a dignified looking den of the best Transferring Methods used in every line of business.

We will gladly pay anyone ten cents a copy of this "Y and E" box.

Dealer's Name
Address

Y and E FILING SYSTEMS

A PIECE OF DEALER COPY USED IN 1913

a cabinet. A careful analysis showed that this was the wrong way to go after business. We didn't want our customers to buy furniture from us, but office systems. So the whole plan of our advertising was immediately changed and what we attempted to do, first of all, was to educate our own salesmen through our advertising before we attempted to educate the public. This resulted in an entire change of policy. Instead of going after furniture, we went after systems, and this meant, first of all, an educational department.

A great many large concerns have adopted this plan and it is a most profitable one. We set apart space in our home office at Rochester for a classroom, where the new salesmen could be taken and drilled in the "Y and E" idea. Our educational course consisted of factory study, the study of construction methods, but most of all the mastering of the "Y and E" idea of selling.

The object of our course is to drill our salesmen in the application of system to the various lines of business and how to present our proposition to a prospective customer which process we divided into four stages:

Finding the customer. Use the method of approach to make sure the man you are seeking to interest is a man who needs the article; the introduction of "Y and E" subject, which means first telling a prospective customer who you are, and just how you are in a position to serve him; pointing out to him his needs, which means that the average business man has to be told just what he

needs in the system line, and, finally, confidence in you and your ability to serve him, from which point forward the orders begin to pay.

GROWTH OF PROMOTION DEPARTMENT

The educational department was no sooner inaugurated than we made the discovery that another department was needed, viz., a system department where we could

The Proof of Filing is Finding

In the "Y and E" Direct Name System, filing errors are prevented—therefore there are no finding troubles.

This System possesses five important advantages: (1) Speed in finding; (2) Speed in filing; (3) Assured accuracy of both; (4) Economy of cost and maintenance; and (5) Quick transferring.

The guides are of pressboard with celloided tabs and will last 50 times as long as manila. They are printed with alphabetical subdivisions and numbers. They can be used year after year, for the guides are not transferred, but are left in the active file, as the tabs of the folders serve as the index in the transfer case.

You will soon be transferring this year's papers, so now is the time to consider the changing of your indexing system to make transferring easy.

Send for sample folder and free book, "Vertical Filing Down-to-Date"

In 40 pages fully illustrate and describe the "Y and E" System. Write for a copy on your business letterhead.

YAWMAN AND FREE MFG. CO.
St. Paul St., Rochester, N. Y.

(Branch stores in New York, Boston, Philadelphia, Washington, Chicago, Cleveland, Buffalo, Pittsburgh, San Francisco and Los Angeles. Agents and dealers in all cities. Look us up. In Canada, The Office Specialty Mfg. Co. Ltd., Toronto.



Direct Name System of Vertical Filing

"Leaders of the World" in Filing Systems and Business Equipment

THE STYLE OF "NATIONAL COPY" FINALLY SETTLED UPON AS MOST EFFECTIVE

collect a record of our sales to various lines of business and classify them, and supply the salesman with data. The inauguration of our system department proved to be a radical and far-reaching move, which has changed the whole nature of our selling plan, and has been the one force, more than any other, that has converted our salesmen from order-takers for furniture into real house rep-

representatives, advisers and assistants to their business friends.

While all this has been going on we continued to do a little advertising in a desultory and experimental way, realizing all the time that we could not begin a real advertising campaign until our sales organization was right.

Here was the next question: Shall we aim our advertising and

combination of the trade-mark with the firm name, and finally the combination trade-mark and picture, which is the latest development. One of these shows a card-index system, as suggestive of what filing systems mean, and in the other a vertical system, as all our systems may roughly be divided into these two classes.

We next decided to standardize our firm name. About eight years ago we selected this style of lettering and have stuck to it ever since. One will remember how well this works out in the case of the New York Central Railroad, the Larkin & Co. and there are many other firms which have done the same thing.

SOLVING DISTRIBUTION PROBLEMS

Our dealer situation was just as peculiar as our whole selling proposition. Nine years ago we decided to get out a house-organ and call it *The Y and E Idea*, which would be circulated exclusively to our dealers and would stimulate their interest in our line and help them sell the goods.

When the *Idea* was first published it was a simple thing and was never more than 16 pages. Today it runs from 40 to 48 pages nearly every issue and is finely subdivided. For instance, there is a department for the sales manager, who uses this page to communicate direct with the sales force and the agents. There is a section for the general manager, where all communications which he may desire to make are printed.

There are other departments, for the system department, the agents' and dealer department, the educational department and our criminal identification department.

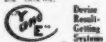
The original function of the *Idea* was to help our agents and dealers more than our branch salesmen. During the course of the years, however, the *Idea* has come to be dominated by branch and Y and E interests, and that department of the paper which is set apart for the agents and dealers has become almost negligible in size. We have, therefore, been forced to find other means of

(Continued on page 49)



TIME has been for change. I would more than long, everything in the best of order. You cannot afford to have your business papers so cluttered as to be lost. You must have a system—a practical system, built to fit your business needs. Thirty years of working out scientific systems for accurate track of business has given us ability to devise a better system for your business than you could possibly arrange for yourself. It would be a system that would save you time in filing and finding your records, and so making your figures and data available.

It would save "clerk hire" and "clerk time."



Device
Result-
Getting
System

It would increase the efficiency of your office and working hours.

Our experience has been very

wide—over 400 different lines of business, from the smallest to the largest, are now using specially devised "Y and E" systems.

The "Y and E" cabinets are really the best manufactured today. We have built up the largest filing equipment business in the world on high quality and good devices.

Tell us your problems and we will soon have our representative call. We have the ideas you need. Get in touch with this versatile organization in which making good on filing system problems is a matter of 10 years' standing.

For _____

If necessary, write your problem, we will help you.

YAWMAN AND ERBE MFG. CO.

432 St. Paul Street, ROCHESTER, N.Y.

Branches: New York, New York, New York, Philadelphia, Washington, Pittsburgh, Boston, Cleveland, Chicago, San Francisco, San Antonio.

A fine desirable literature is upon request (for corresponding agents).

A STYLE ONCE PREFERRED, BUT NOW DISCARDED

all our sales efforts to the employee who uses the systems, or to the employer who pays for them, or at least has the say? It took a long time to make the discovery that the only proper thing to do was to aim it at both of them, and devote an equal amount of advertising to each class.

We met one or two problems along the way. First, the selection of a trade-mark and a slogan, for this seemed to be very important to us in those days. We have an unusually effective trade-mark, which we decided to make the most of. It is unusually easy to remember and is susceptible of all kinds of unusual uses and variations. The plain trade-mark with the floral decorations, the use of the word "system," and the com-



"A Family Affair"

Collier's is frequently thought of in terms of automobiles, tires, big business, men, sports, politics, etc., etc.

That it is sometimes thought of as a clean, informative publication—designed to appeal to quiet, home-loving folks, and reaching them in their natural environment—is evidenced by the fact that only four periodicals of general circulation carried more advertising of food products in 1913. The figures are as follows:

<i>Publication</i>	<i>Lines</i>
	87,212
	72,973
	66,357
	65,250
Collier's	64,850

These figures and the facts are responsible for the expression—"Collier's is a Family Affair."

Collier's

The National Weekly

A. C. G. HAMMESFAHR
Advertising Manager



The Readers of the New York Evening Journal

Journal

Three quarters of a million people *buy* THE NEW YORK EVENING JOURNAL each day. And many *more* than that *read* it.

Three quarters of a million people constitute a vast city in themselves. A short generation ago New York and Philadelphia were the only cities of the country with a population so large. At the last census only three cities were as large as the NEW YORK EVENING JOURNAL's circulation.

To regularly and persistently advertise to JOURNAL readers is like showing your goods to a new city and a great city, a city larger than St. Louis.

And this comparison is hardly fair to the JOURNAL. In a city's population are counted all the families, the children, all the foreigners, every soul. While the JOURNAL's circulation counts only those who buy the



Evening Journal are like a new and great city

Journal City

paper. Their families and their friends probably make the actual number of readers a million and a half, or more.

The three quarters of a million who buy THE EVENING JOURNAL, like the population of a city, are not composed of any one class of men and women. Rich and poor, high and humble, people of every class and in every walk of life read the JOURNAL. Just as your salesman, if he were in a new city, would find among a large population the class of customers you seek for your goods—so your advertising in the JOURNAL will find among its thousands of readers a large number of those whom you would welcome as customers.

Enough readers of the JOURNAL are people of wealth and taste to make it highly profitable to advertise in the NEW YORK EVENING JOURNAL and show your goods to all the people of Journal City.

Advertising Department, Columbus Circle, New York

Most Autos Sold to Farmers in Northwest

Eighteen leading automobile manufacturers have sold 31,233 cars in Minnesota, or 73.1 per cent of the total of 42,644 cars in this state.

These eighteen leaders have been sold in competition with 463 other makes of cars.

Sixteen of these eighteen leaders have been advertised in *The Farmer*.

Complete facts and figures regarding all these 481 makes of cars in Minnesota are shown in *The Farmer's* Automobile Census. If you have not received a copy of this census report we will be glad to send it on request. It shows clearly the remarkable extent to which Northwestern farmers have purchased automobiles, and proves that they are one of the most important classes of automobile buyers in America.

This census report is the best evidence for any advertiser of the prosperity of Northwestern farmers.



Members of the Standard Farm Paper Association

St. Paul, Minn.

WEBB PUBLISHING COMPANY, Publishers

Western Representatives,
George W. Herbert Inc.,
600 Advertising Bldg.,
Chicago, Ill.



Eastern Representatives,
Wallace C. Richardson, Inc.,
41 Park Row,
New York City.

communicating with the dealer and keeping up his interest.

We do this with advertising specials. Some are about newspaper size and are devoted to the advertising helps which we can render the dealer—electros of ads, copy for booklets, catalogues, etc. This large size proved to be unwieldy, so we have now reduced our "advertising special" to pocket size.

COMPETITIVE ADVERTISING HELPS BUSINESS FOR ALL

About ten years ago the vertical system of filing first appeared on the market, and we were one

The "Y and E" Man Is Coming!

Business Men and Office Managers!

A Special Representative of the Yawman & Erbe Mfg. Co., an expert in all matters of Office System, will be in this city within a few days, and you may consult him, without any charge, by communicating with



SPECIMEN SLIDE IN MOVING PICTURE SHOWS

of the first makers. I never will forget how frightened many of us were when other manufacturers began to exploit the system, because we feared they would get all the business away from us. What really happened was that the advertising which all the other firms did was a great help to us, and we probably sold 100 times more vertical filing systems because of our competitors' advertising, there being so many of them in the business, than we would have sold had there been only two or three of us.

This is a very hard lesson to learn, but I cannot remember a single case where it doesn't work out exactly this way, and exactly the reverse of this is also true, that the absence of competition is apt to kill a perfectly good product. For example: Our company was the original maker of the Rapid Roller Letter Copier, a device made to copy outgoing cor-

respondence. It is so much superior to the letter press that there is really no comparison. While it has innumerable advantages over the carbon system, yet in spite of all these things in its favor, the Rapid Roller Letter Copier has never been a great success. Why? *Because it has had no competition.* We have been the only firm, with one or two exceptions, making a device like this, and I think now both of these other firms have abandoned their machines, so that to-day we are making the only one of its kind, *and it is the hardest thing we have to sell.* Had there been ten other firms making Rapid Roller Letter Copiers and advertising them, probably we would have had to build a separate factory in order to turn out all of the copiers that the public would want.


USE OF PRINTED MATTER

Our advertising is built up on our printed matter. First come our general catalogues, which list our complete product, supplies and cabinets. Then come our system booklets, devoted to various system uses or lines of business. There are special pieces of printed matter for the lawyer, the architect, sales manager, purchasing department and many others. Because of the work we have done along educational and system lines it is absolutely necessary that we place these system booklets in the hands of our salesmen. The keynote of our magazine advertising has been "Send for a booklet." Sometimes we have done this by a coupon in the lower right-hand corner, and, again, by featuring the booklet very prominently in the display. It is simply impossible to sell anybody our filing system through the medium of an ad because the systems come in too many different forms to carry very many cut-and-dried outfits in stock. In 99 cases out of 100 a system has to be fitted to the man's needs, and this requires further information and explanation by correspondence.

We have lived through several epochs in our magazine advertis-

ing. For a while we imagined we could afford to lay the entire emphasis on the human-interest appeal, as shown in a typical ad, "Do you find your records by chance, instinct or system?" (page 44) and this certainly did appeal to many office men who were having trouble with their records. Also we had a combination arrangement written in the interests of our criminal identification systems, to show a typical police chief surrounded by a "Y and E"

of typographical arrangement for the entire campaign so as to try out the idea of cumulative effect. In this arrangement the ad is divided into two parts, illustration and type. The illustration is at the top of the left-hand side, the trade-mark just below, the cut of the booklet just above the trade-mark, and the name of the system or file beneath the trade-mark. The type story is at the right-hand side in a single column. This has been a profitable



To the American People
Announcement of
Rice Leaders of the World Association

THIS Association is founded to assist the American people in their efforts to secure the best of the world's rice for their own consumption. It is the purpose of this Association to secure the best of the world's rice for the American people, and to distribute it to them at a reasonable price. The Association is now in the process of securing the best of the world's rice for the American people, and it is now in the process of distributing it to them at a reasonable price.

The Association is now in the process of securing the best of the world's rice for the American people, and it is now in the process of distributing it to them at a reasonable price. The Association is now in the process of securing the best of the world's rice for the American people, and it is now in the process of distributing it to them at a reasonable price.

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The Association is now in the process of securing the best of the world's rice for the American people, and it is now in the process of distributing it to them at a reasonable price. The Association is now in the process of securing the best of the world's rice for the American people, and it is now in the process of distributing it to them at a reasonable price.

Let's face it, the price of rice is going up. It's no wonder. The demand for rice is increasing all the time. And the supply is not keeping pace. So the price is going up. And it's going to keep going up. Unless you can get it at a lower price. That's why you need the Rice Leaders of the World Association. They can get it at a lower price. And they can sell it to you at a lower price. That's why you need the Rice Leaders of the World Association. They can get it at a lower price. And they can sell it to you at a lower price.

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COPY NOW RUNNING IN MAGAZINES

rogues' gallery outfit and offering a free catalogue.

At one time we attempted to advertise the size of plant and our factory organization. This was followed by a double-page spread, showing a number of the portraits of our older employees. I think we demonstrated to our own satisfaction that this kind of advertising does *not* pay. It has been called "ingrowing stuff," and rightly so, because it hardly appeals to the man who wants help in his office work.

The best advertising we ever did has been the advertising of our systems, not goods merely, but rather the use of the goods for a specific purpose.

During the advertising campaign that has just come to a close we have attempted a standardization

series of ads, though how long it will be best to stick to this plan remains to be seen.

HOW SALESMEN USE THE ADVERTISING

A word about our sales organization and how the advertising is made to dovetail with the work of the salesmen. During the past year we have followed the sales concentration campaign plan with our salesmen. That is, we concentrate for a specified period of time on the selling of a certain product. Then we inaugurated a branch tournament contest to last throughout the year. We have 12 branch offices and we have worked out a schedule of games, or contests, between these branches in the same way that baseball games are planned. Dur-

ing January New York plays with Buffalo, Chicago plays against Boston, and so on. Every branch is furnished with a chart; a ruled line indicating the expected volume of business for the month. This line, by the way, is quota. Quota might mean last year's sales plus 15 per cent. As the branches made sales from day to day they marked them up on the charts, showing how much they fell short or ran over the quota line. This proved to be one of the best things we ever did and it aroused the enthusiasm of our salesmen to the highest degree. To the branch winning the greatest number of games at the end of the contest was awarded the championship pennant.

We have already started a tournament for next year, in which there will be two prizes, one a handsome piece of bronze and the other a handsome hall clock.

Another plan we have put into operation for the benefit of our salesmen is the 100 Per Cent Plus Club. Membership in the club is recognized by the gift of a watch-fob, which means that the holder thereof made quota or better for four consecutive months. For every time a man qualifies for membership in the club a bar is added to his fob. When four bars have been added the man is allowed to exchange his fob for a diamond-studded fob. Whenever a man has won a diamond fob we reproduce his name in the "Gallery of Honor of Diamond Fob Winners." This shows that we have five men up to the present time who have qualified for diamond fobs. This scheme is a great incentive; the men are very proud of their watch-fobs and would not part with them for anything.

HOW COMING OF "TRAVELERS" IS ANNOUNCED

Every concern that sends men out on the road probably has the same trouble in circularizing for them in advance of their calls. A new method that we have just hit on we borrowed from the Remington Typewriter Company. This is to announce the coming of one

of our men by a lantern slide in the moving-picture houses. We send one of these slides to every dealer along the route of the traveling man and instruct him how to use it. He places it with his moving-picture house, or two or three such slides with different picture houses if he sees fit, with instructions to exhibit this slide a few days or a week in advance of the coming of the traveler. I believe this is one of the most effective forms of advertising, for in many of the smaller towns where travelers go, practically everybody in town visits the moving-picture shows.

We also get our dealers and agents to run newspaper advertising announcing the coming of our traveling men.

Seasonableness has a great deal to do with the success of advertising. For instance, we decided to have a sales concentration campaign on Mammoth vertical files. We stocked up our factory and sent these ads to the magazines. A month before this, without any particular effort, we sold about 150 of these cabinets. In anticipation of an extra demand because of the concentration campaign we put in stock something like 250 of them. The campaign came and went, and after it was all over we found we had sold exactly 60—a good deal less than half what we had sold a month before. We then made the discovery that we were trying to sell these files at the wrong time of the year, which only goes to prove again the old statement that there are very many things which have to do with the success or non-success of advertising, and that it pays to keep investigating in order to be sure you are right. It seems almost certain, however, if we hadn't held our concentration campaign on this subject and had done no advertising, instead of selling the 60 we probably would not have sold any.

A BIG CO-OPERATIVE CAMPAIGN PLANNED

We have accepted an invitation to become a member of the Rice Leaders of the World Associa-

tion. This is one of the most extensive campaigns of advertising we have ever gone into. For the benefit of those who know nothing about it, I will briefly explain the scope of the plan and show what we hope to get out of it. Elwood E. Rice, who is president of this association, is the originator of the idea. He conceived the plan that an association might be formed of a number of leading concerns in this country, each one a leader in its line, who might band themselves together in an association and conduct a campaign of advertising as such that would instil confidence into the minds of the buying public. First of all, Mr. Rice designed a crest, which is based on heraldry. It means that membership in the association is the highest mark of honor that can be accorded to any firm, and these high standards are indicated by the different divisions of the crest, such as "Honor" indicated by the laurel wreath, "Quality" by the sheaf of wheat, the rampant lion means "Strength," and the speeding courier means "Service." The campaign consists of general magazine advertising, prize contests for ideas from the general public, prize contest of window displays among the dealers, and a gigantic prize contest among the salesmen of each member of the association.

This crest or insignia of the association will be used throughout the campaign; members will use it on their printed matter and in their ads, the salesmen of the various concerns will wear it in the form of buttons, watch-charms, etc.

When the campaign begins there will be double-page announcements in some of the most prominent magazines. The association offers to pay large cash prizes for the best expressions from the public setting forth the superior advantages of products manufactured by the members of the association. Each contestant may submit one article for each member. This prize money will be split up into at least 500 prizes.

A large amount of money is

to be set aside for the window-display contests. Each dealer will display the banner of the association in the window and make a prize display. This will be photographed and submitted to the association. Over 400 prizes will be awarded.

Perhaps the best part of the whole plan is the contest for the salesmen of each member company. This contest will last from January 1, 1914, to December 31, 1914, and the first prize will be a \$1,000 automobile and the next four prizes specially designed solid gold watches.

Already the association comprises over 30 members, as will be seen from this list, containing such concerns as Yale & Towne Mfg. Company, Carborundum Company, Waterman's Fountain Pen Company, Elgin National Watch Company and many others. We are hoping big things from this campaign. In fact, all the members are looking for big things, and we will be greatly disappointed if we don't get them.

New York League's Ladies' Night

Plans have been outlined for the annual dinner of The Advertising Men's League of New York which will be held at the Aldine Club on Thursday evening, March 12.

It will be ladies' night, and following the custom of previous affairs of the kind numerous souvenirs will be given to the ladies who attend.

Speakers already announced are: Alfred W. McCann, formerly advertising manager of Francis H. Leggett & Co., and now a staff contributor on pure food subjects to the *New York Globe*, and Edward Bok, editor of the *Ladies' Home Journal*.

A number of the New York department stores have been asked to exhibit their spring fashions at this meeting of the league. Last year, fashions were demonstrated on live models and the innovation made a distinct hit.

Bonds Advertised by Charities

A unique advertising campaign is being conducted by the Federation of Non-Sectarian Charities of New Orleans. The copy features a "Charity Bond," which is simply a subscription to the federation acknowledged in the form of a bond in order to make it clear that each subscription is a bond of fellowship. A part of the bond issue's novelty is that the bonds have no fixed price, but can be purchased for whatever sum the citizen desires to give to charity.



AN ESTABLISHED HABIT

TO nearly all city dwellers, the reading of Street Car cards has become an established, and at the same time, a *pleasurable habit*. It absorbs their minds and whiles away time that might otherwise hang heavily.

Car cards deliver their messages in an intimate manner and at short range to readers who are in a *complacent* or *receptive* mood. They read them all day and every day.

A new card is not in the Cars a week before *every habitual rider* is aware of its advent.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
Crocket Building
San Francisco

The New York Globe's New Ca

The New York Globe has prepared a new card of advertising rates which becomes operative March 1, 1914, in the local field, and April 1, 1914, in the general field. It is intended to permit all advertisers, local and general, to buy space in its columns without entailing conditions which force them to spend more money than their business justifies.

This new card of advertising rates opens opportunities to all advertisers to do regular, continuous advertising—the most effective and most profitable way in which to advertise.

On this new card, the difference between the rate paid by the small and the large advertiser is only eight cents a line. The rate, run of paper, paid by the 2,500-line advertiser is 28 cents per line, and that paid by the 50,000-line advertiser is 20 cents per line. The latter has to use twenty times more space than the former, and he is compelled to spend \$10,000 a year as against the former's \$700.

The New York Globe has adopted this new card of advertising rates as a first step towards establishing substantially a flat rate, which it believes in. Competitive conditions in New York are such that it is impossible to immediately go further without too seriously jeopardizing the large volume of advertising now carried.

In establishing these new rates, the New York Globe has gone a step forward toward equalizing the rates paid by all grades of advertisers. The equalization is not as nearly perfect as we would wish it to be, but it is far in advance of New York custom, which has, for too long a time, shut the door in the face of advertisers who have wanted to grow through publicity, but have been prevented from doing so because of the rate penalties imposed upon them.

Contracts will be readjusted to the new card of advertising rates, on local on March 1, 1914, and on general on April 1, 1914. We expect that the new schedule of rates will bring to the New York Globe increased space from many old advertisers—that it will bring new business to its columns—that it will encourage occasional advertisers to become regular advertisers.

Take note of this schedule for general display advertising on contract:

	Run of paper	Pages 2 or 3
Upon a contract to use a minimum of 2,500 lines within a year.....	28c.	38c.
20,000 lines to be used within a year, or 28 lines or more, 3 times a week for 52 consecutive weeks.....	26c.	34c.
30,000 lines to be used within a year, or a minimum of 300 lines (or one full column of 296 lines) for 52 consecutive weeks.....	24c.	32c.
40,000 lines to be used within a year, or a minimum of 400 lines for 52 consecutive weeks.....	22c.	30c.
50,000 lines to be used within a year, or a minimum of 500 lines for 52 consecutive weeks.....	20c.	28c.

The transient display rate, run of paper, is 35 cents. The transient display rate, pages 2 or 3, is 45 cents. No advertising placed on Editorial Page by agreement, although some may be placed there at the option of the publisher, as a convenience in makeup.

Automobile advertisements will be accepted at a flat rate of 25 cents a line, run of paper pages—on pages 2 or 3, at a flat rate of 35 cents a line.

Publications will be accepted at a flat rate of 25 cents a line, run of paper pages—on pages 2 or 3, at a flat rate of 35 cents a line.

Four columns of advertisements will be the maximum space sold or allotted to either pages 2 or 3. Only the advertisements that pay the

O'Mara & Ormsbee, Special Representatives,
Brunswick Building, New York—Tribune Building, Chicago.

New Card of Advertising Rates

rate for pages 2 or 3 will be placed there by agreement. Other advertisements may be placed on these pages at the option of the publisher—as a convenience in makeup.

Positions next to reading matter, 5 cents a line extra; next to and following reading matter, 10 cents a line extra.

The New York Globe prefers not to sell any position advertisements. It very much wishes that advertisers leave the matter of makeup entirely to the management, whose desire is to serve well all of its customers.

All advertisements that simulate reading matter will be classified with the word "advertisement" over the top of announcement.

Reading notices will bear the mark "advertisement"—rate, first page, \$2.50 per agate line; other pages, \$2.00 per agate line. None accepted for Editorial page, opposite editorial, or last page.

Anticipating the question of advertising agencies or advertisers as to whether any lower display rates prevail in the New York Globe than those defined on the NEW card of advertising rates, answer is now made—"Yes, there are."

There are arrangements in existence with big department stores, users of a large volume of space, that now pay and will continue to pay 18 and 15 cents a line respectively, but these rates, as contracts expire, will be adjusted by gradual increase to the new scale of rates.

These advertisers have been regular advertisers in the New York Globe for many years. They are entitled to consideration and shall have it, but they all understand that, in due course, they must meet the requirements of the new card of advertising rates.

Attention is directed to the provision made in the new card of advertising rates for the users of space every week in the year—viz.:

300 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$72 weekly; on pages 2 or 3, the cost will be \$96 weekly.

400 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$88 weekly; on pages 2 or 3, \$120 weekly.

500 lines a week for 52 consecutive weeks will cost the advertiser at run of paper rate, \$100 weekly; on pages 2 or 3, \$140 weekly.

No such opportunity has ever been given by any New York newspaper to local or general advertisers to become regular advertisers at a cost which enables them to compete with users of large space.

Advertisers, local or general, may use the lines weekly in as many or as few insertions as they wish, but they must be used every week in the year to earn the rate.

The New York Globe hides nothing from any local or general advertiser in the issuance of its new card of advertising rates. Please note that it gives opportunity to both local and general advertisers to buy space at the same rates.

Every advertising agent or advertiser may see any or every contract in existence with the New York Globe, and he can feel secure in the positive assurance that no contract can be made by anybody except in accordance with this new card of advertising rates.

No new contracts will be written at rates now enjoyed by the large department stores operating on old wholesale agreements on a lower scale than the new card calls for.

All of this should be very plain to every agent and every advertiser, local or general.

The circulation of the Evening Globe keeps on increasing steadily.

The average for the year ending January 31, 1914, was 144,327 net paid.

The readers of the New York Globe represent about one-tenth of the whole reading public in New York, and very much more than one-tenth of the purchasing power of this great community.

Note.—Some very advanced steps have been taken in establishing rates in other departments of advertising,—like Amusements, Certified, Financial, etc.,—all of which are defined on the NEW card of advertising rates, copy of which will be in the hands of agents and advertisers this week.

William C. Freeman, Advertising Director.

The net paid circulation of The New York Times--*both daily and Sunday*--is greater than that of any other New York morning newspaper, the World and the American only excepted.

The advertising rate of THE NEW YORK TIMES, 40 cents per agate line, with circulation Sunday and daily exceeding 200,000, makes the cost less than one cent a line for each 5,000 circulation—the cheapest, as it is the best, newspaper advertising in the world.

Death of Major T. P. Roberts

THEODORE PALMLEY ROBERTS, one of the pioneers in the advertising business and until recently senior member of the Roberts & MacAvinche agency, Chicago, died in New York last Thursday after a brief illness, at the age of 77.

Major Roberts served with the Taylor Battery throughout the Civil War. At the close of the war he came East and joined the advertising agency of George P. Rowell & Co. In his autobiography, "Forty Years an Advertising Agent," Mr. Rowell speaks of Major Roberts as being "a well-spring of information about newspapers and newspaper rates. He had the whole story in his head and was a lightning calculator. It was useless to look at a rate card if Roberts was around. Furthermore, he knew which publishers were influenced by their rate cards and which were superior to any such implement for impairing their right to do what they chose." Major Roberts left Mr. Rowell to go with the then prominent Bates & Locke agency, and later connected himself with the New York office of the J. Walter Thompson Company as manager of the newspaper department.

In the early nineties Major Roberts was transferred to the Chicago office of the J. Walter Thompson Company and there formed the friendship of Mr. Sears, of Sears, Roebuck & Co. From that time on he was identified with placing the newspaper advertising for this concern and is said to be largely responsible for its success during the early days. On the strength of the Sears, Roebuck and other accounts, Major Roberts opened an agency of his own about the time of the Spanish War. This agency was listed in 1904 by Chas. H. Taylor, Jr., of the *Boston Globe*, then president of the American Newspaper Publishers Association, as being among the prominent agencies of that period. Three years ago Major Roberts

sold out his interest in the firm to his partner, A. J. MacAvinche, who had been his associate and protégé for many years.

Printers' Ink Statute Indorsed in Alabama

The Ad Club at the regular weekly luncheon yesterday indorsed the so called **PRINTERS' INK** model statute against fraudulent advertising and will work for its enactment into a city and State law. A publicity campaign will be conducted among the merchants of Birmingham to show the need of the legislation. The legislation committee of the club, composed of Philip Oster, chairman; John Henley and Sidney Lazarus, will have active charge.

The principal speaker at the meeting yesterday was W. S. Brower, a local attorney, who talked of laws against "fake" advertising. He said that such advertising is called the "unpunished commercial crime"; that the Government's only stand against it was the supervision and inspection of matter sent through the mails. Mr. Brower said that did not go far enough and advocated similar supervision for magazines and newspapers. "From the standpoint of the law," he said, "fraudulent advertising has to this time passed unnoticed and the only restraint that is felt is that exercised by the wide-awake advertising clubs of the country."

He then read what is known as the "**PRINTERS' INK** Statute," which is recommended and indorsed by the vigilance committee of the Associated Ad Clubs of America and favored its enactment in Alabama.—*Birmingham, Ala., Age-Herald*, Feb. 11.

Fels, Soap Manufacturer, Dies

Joseph Fels, wealthy soap manufacturer, single tax leader and philanthropist, died in Philadelphia on February 22, after a week's illness with pneumonia. He was 59 years old.

As an advocate of single tax, profit sharing for employees, and co-operative colonies in this country and in England, Mr. Fels achieved international fame.

Mr. Fels was prominent as a speaker and writer, as well as a contributor for the cause which he advocated, and even during his last illness was engaged in preparing an article on the subject.

Will C. Izor Joins "Needlecraft"

Will C. Izor, for a number of years with the Crowell Publishing Company and Sunny South Publishing Company, has recently joined the Needlecraft Publishing Company which has been formed to publish "Needlecraft." The controlling interest is owned by P. V. Hill, son of Ex-Governor Hill, of Maine.

Edward W. Hatch, C. N. Ascheim and Mrs. Helen Mar Shaw-Thomson have joined the Chicago office of the J. Walter Thompson Company.

Group Buying by Farmers

Those Advertisers Who Sell Direct to Consumers May Find Something of Significance in a Plan for Co-Operative Purchasing Being Fostered by the New U. S. Rural Organization Service

Special Washington Correspondence

MANUFACTURERS and advertisers who make a practice of selling direct to ultimate consumers, or who are willing to dispose of goods on this plan, may find something of significance in the effort of the United States Department of Agriculture to develop a system of co-operative buying by farmers which will be applicable, with minor modifications, to all parts of the country. This is one of the first undertakings of the newly organized rural organization service, a branch of the department lately created to deal especially with all the problems connected with the marketing of farm products and the purchase by ruralists of the commodities needed in rural districts.

Not the least interesting feature of the scheme for which the department stands sponsor is that it is not merely a project on paper, but has already been given a practical try-out in the mountains of southern Pennsylvania, under the personal direction of a federal agent. The plan of this particular pioneer farmers' purchasing agency is not offered to the country as the only one for such work or even the best one under all conditions, but it is believed that it can be made the basis for a general merchandising plan that will operate to enable the farmers to save money by purchasing direct from the manufacturers or other producers.

The success of the Farmer's Exchange, of Schellburg, Pa., as this initial purchasing agency is designated, gains in moral from the circumstance that a previous effort to establish the Rochdale system in this community resulted in a complete failure. The present exchange, which was

organized for service and not for profit or to furnish anyone with a comfortable income, operates along extremely simple lines. The king-pin of the plan is the order form bill of lading. This is negotiable, represents ownership of the property, and must be surrendered (properly endorsed) to the railroad before the property will be delivered. Regular quotations of grades, prices, etc., on needed farm supplies, equipment, etc., are mailed to each member of the exchange long in advance of the normal ordering time. Members are divided into groups, a common railroad station being the nucleus. Groups are advised that if they wish to assemble their orders they must have the orders and money in a certain bank at or before a certain date. Group service frequently offers an advantage in freight rates.

When single or group orders are taken to the local bank, money to pay for the order is deposited or credit arranged for and the bank certifies that the money is there, awaiting shipper's draft. The order and certificate are then forwarded to the exchange. In due season the exchange repeats the facts to the shipper, asking the shipper to ship to his own order, attaching draft to the endorsed negotiable bill of lading and also an invoice showing unit price, weights and totals of shipment. A postal card form is enclosed to be used in notifying the exchange when the shipment goes forward. When the exchange receives this postal card notice, a notice to the effect that the shipment has gone forward is in turn sent to the buyer. The exchange handles no money, is incapable of making any contract or of buying any supplies except for cash in its hands. Orders are accepted only with the certificate of deposit in the member's local bank. There is therefore no liability on the part of a member except for his own purchases; no opportunity for loss because his money remains in his own home bank; and no chance for graft, since the transaction clears through his home bank.



San Francisco Examiner

227,836 Paid Circulation

SUNDAY EXAMINER SOLD OUT AT 6 P.M.

The high-water mark in newspaper circulation in the West was reached by **THE SAN FRANCISCO EXAMINER** on Sunday, February 8, when the entire edition of 227,836 was sold out by evening. This is the circulation report of a normal Sunday. There was NO special news event to cause an increased sale of papers.

A new standard in newspaper circulation has been established by **THE SAN FRANCISCO EXAMINER** in the cancellation of return privileges. This means that every copy of **THE EXAMINER** taken out by a carrier, or a news agent, or a news company, is paid for. This is the only absolute guarantee of **HONEST CIRCULATION**.

THE EXAMINER is, the only morning newspaper in San Francisco that has abolished return privileges, by which a news agent may take out 100 papers, but bring back 60 of them and secure credit for the same.

Figures given for both the daily and Sunday editions of **THE EXAMINER** mean copies of the paper sold—papers printed and distributed are quite a different proposition. Daily circulation in excess of 120,000—Sunday, over 227,000.

ADVERTISING FOR SUNDAY, FEBRUARY 8th, was equal to 248 per cent of the advertising printed in the second paper.

THE EXAMINER	94,682 lines
Classified.....	31,906 lines
Display.....	62,776 lines
Second paper	38,122 lines
Classified.....	8,526 lines
Display.....	29,596 lines

M. D. HUNTON,
Eastern Representative,
Room 1405, 220 Fifth Ave.,
New York City.

W. H. WILSON,
Western Representative,
909 Hearst Building,
Chicago.

\$6,000 per year Guaranteed on Investment of \$30,000

¶ A splendid opportunity is open here for some man, preferably married, who has the ability to manage a growing business. Outdoor advertising is profitable everywhere and developing rapidly; but in San Jose, climatic conditions make it an unusually prosperous business all the year 'round.

¶ We want a partner to make his home in San Jose, and operate our Class AA poster and painted display plants in Santa Clara, Santa Cruz, and Monterey County, California.

¶ This business has been established twenty years, and for \$30,000 we will sell one-half interest in this territory.

We will buy back all stock at par plus interest, if not absolutely satisfactory

¶ Our business in San Francisco and other sections of the state are so large that we need a resident managing partner to properly handle this territory. San Jose is the center of a very rapidly developing country, and a delightful place in which to live.

¶ Write or wire.

J. Chas. Green Co.

San Francisco, California

Women of India Like American Goods

Interesting Facts Concerning the Demand Among High-caste Ladies for Corsets Made in the United States — Selling Field Which Lies Among the Europeans Residing in India

(From an article by Consul Henry D. Baker, in the *Daily Consular and Trade Reports*, January 22, 1914.)

A RECENT interesting development in the corset trade of India, in which the United States has the most important share, is that native women of high caste—known as purdah women, because they keep their faces covered with purdahs, or thick veils, and live a life of seclusion from the opposite sex—are beginning to wear corsets, the same as their European sisters, and are now furnishing a new class of customers for such articles.

These purdah ladies, it may be explained, very rarely leave their own homes, except in carriages closely curtained. They will often drive to European shops, but will not enter the store, the goods being brought to them for inspection in the carriages either by their husbands or by female attendants. These ladies often have "purdah parties" among themselves, when, although no men are present, they vie with each other in dress, ornaments, and pleasing fashions generally. For corsets to be the vogue with them is an entirely novel innovation. In buying corsets, it is said, they choose what they understand to be the most up-to-date fashions in Europe or America, and buy as good a quality as their means will permit.

Leading shopkeepers in India have informed me that among all classes who wear corsets at all, including European, Eurasian and, more latterly, high-caste Indian ladies, American corsets prove much the best sellers. They like especially the variety of models and sizes of the imported lines from the United States, and also the system of "style numbers," since, once they have determined

on the particular shape and size most suitable to their figure, they can thereafter order additional pairs without any bother or delay by simply referring to the particular style number.

STYLES AND PRICES

The local shops dealing in American corsets usually have about a dozen different styles to offer their customers, in sizes from 18 to 38 inches waist measure. Some of the American corsets here sell up to about \$9, but the average price is from \$1.80 to \$2.35. Some corsets, however, are sold as low as 60 cents a pair. One such, known as the Chic-Fit, is said to have a sale running into thousands a year. It is a copy of some of the most popular and more expensive models and is made of a lightweight batiste, trimmed with lace at the top, and fitted with front hose supporters.

Generally speaking, the European women of India heartily approve of the American idea of making corsets as hygienic as possible, and also like American patterns, because they give a graceful and slender appearance to the figure, as well as for the fact that they are not too tight at the waist. Corsets with low bust, not offering restraint above the waistline, and with hips showing slender, symmetrical lines are the general types now most desired here. Such corsets for this trade may be lace trimmed at the top, with hose supporters at the front and sides. There is considerable extra demand, however, for hose supporters, as the rubber in them shows a tendency to wear out very quickly under Indian climatic conditions.

European women residing in India are noted for their fondness for outdoor sports, especially horseback riding and lawn tennis. A large number of them belong to military social circles in which open-air amusements constitute a leading feature of their daily life. There is, therefore, among these ladies an especial demand for corsets suitable for riding and other athletic exercises. These, however, are changed for more

elaborate corsets for social functions in the afternoon and for the evening, when social custom in India prescribes full dress. . . .

Indian women of the native classes, except the high-caste purdah women already mentioned, do not wear corsets, and probably never will, as they would doubtless consider them a most extravagant and uncomfortable luxury. It appears to be a cardinal principle of feminine economy among the native women of India, except those of the highest classes, that there is no sense in spending money on any article of apparel which is not actually required for warmth, respectability, or as a contribution to visible outward adornment, and they apparently cannot see any object in expenditures on corsets, lingerie, stockings, etc., which would not be openly visible parts of their costume.

Lord Discusses Definition of Advertising

George Frank Lord, manager of the advertising division of the E. I. duPont de Nemours Powder Company made an address last week before the members of the Rotary Club at its monthly dinner at Kugler's Hotel, Philadelphia. The subject of Mr. Lord's address was "Advertising, an Investment or an Expense." He told of the many advantages of the well-organized advertising campaign, pointing to the many business concerns which through this great medium have brought their goods before the public, and have succeeded over other long established firms who have failed to keep step in the great campaign in which publicity takes the leading part.

Referring to definitions of advertising Mr. Lord said:

"Recently I heard Herbert Casson give the following, an excellent definition: 'Advertising is the art of compelling appreciation.' I would also give this definition: Advertising is the father of good will. Business integrity is the mother of good will. Good will is the chief producer of common stock values and dividends."

Doctors Favor Advertising

A Chicago dispatch to the New York Times dated February 23 says that the Council on Health and Public Instruction of the American Medical Association today decided to present to the full convention at Atlantic City next summer the question of removing the ethical ban on medical publicity. The council was practically unanimous in favor of revision.

This is the first time the point has ever received official recognition from the organized medical interests of the country, and those who favor it declare

that it means the removal of the barrier between recognized medical men and institutions and the advertising columns of the secular press.

Dr. J. W. Pettit, medical director of the Ottawa Tuberculosis Colony, who led the discussion, argued that advantage would accrue from publicity given to meritorious work done by the physician.

"This is the legitimate reward for good work," he said. "The removal of the stigma which now attaches to newspaper publicity is the only way to establish that relation between the two professions absolutely necessary to cordial co-operation. For us to continue to refuse to fraternize on an equality with a profession whose ethical standards are as high as our own is illogical, particularly in view of the fact that they have the power not only to enforce their ideals, but in a large measure assist us in enforcing our own."

"There is nothing more useful and necessary to remove ignorance and misapprehension than authentic information. If the public is left to obtain such information as they may from quack and patent medicine advertisements, it is very inconsistent for us to complain if the information is misleading."

Advertising a Permanent Exhibit

Manufacturers of all kinds of building material and equipment in the Middle West have arranged a permanent exhibit and market of their products in Chicago, and are using pages in the newspapers on a combination basis, to advertise the exhibition to architects, builders and the general public.

In the center of the space is a picture of the Insurance Exchange Building, which houses the exhibit, a drawing of the floor plan of the exhibit space, and a list of all exhibitors. Approximately 22,000 square feet of space has been subdivided into booths of various sizes. Reading rooms furnished with periodicals and other literature pertaining to building supplies, city ordinances, etc., are at the disposal of the exhibitors.

Reports are sent to exhibitors containing the names and addresses of all visitors that are interested in their respective lines.

Daniel with Street Railways

Ernest H. Daniel, formerly organizer and director of the District National Bank, of Washington, D. C., and at present vice-president of the board of education of that city, has entered the employ of the Street Railways Advertising Company to take charge of the Washington offices.

Zimmer to Represent "Farm Engineering"

Will W. Zimmer, formerly with the Charles Advertising Service, New York, has become Eastern representative for Farm Engineering, a new publication issued by C. W. Smith, of Springfield, O., publisher of *Implement Age*.

SUCCESSFUL FARMING



Circulation
600,000

Guaranteed
Or No Pay

What Is Your Standard?

How Do You Measure the Value of a Farm Paper?

By appearance?

Compare Successful Farming with any farm paper in the country. It looks right.

By value of editorial matter?

Compare its article with article with your choice of other publications.

By value of circulation?

Successful Farming reaches more farmers in its territory than are reached by any other publication of any kind.

By the price per copy?

There are very few if any farm papers in this country that get a higher price per copy from subscribers. Most farm papers get a lower price per copy.

By the farm wealth of its territory?

Two-thirds of all the grain and

live stock in the United States is produced in Successful Farming's territory occupying less than one-third of the land area of the United States.

By the volume of advertising?

Compare the current issue of Successful Farming with the current issue of any other farm paper or magazine.

By quality of advertising?

Successful Farming will not print an advertisement that we cannot absolutely guarantee to our readers.

By returns to advertisers?

Ask any advertiser in Successful Farming why he continues year after year.

If you haven't a copy handy, we will honor a request for one.

Get the Successful Habit

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

New York Office
1 Madison Ave.

Chicago Office
Advertising Bldg.

YOUR SALE
Doesn't convince his
first time; he keeps
He'd be fired if
Isn't the same quality in yo
important? Aren't Posters v
every time he turns a corner —
worth usi

Build your campaign on PC
All your other advertisis
more ate

Write us for estimates

POSTER ADVERTISING AS

OFFICIAL REPRESENTATIVE

Associated Billposters Protective Co.....	147 4th Ave., New York City
A. M. Briggs Co.....	Peoples Gas Building, Chicago, Ill.
Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
The A. de Montluzin Advertising Co.....	Cincinnati, O.

R SALESMAN

vince his prospect the
keeps hammering away.
fire if he didn't.

ty in your advertising equally
poster, which hammer at a man
rner — and in between corners —
orth using ?

on POSTER ADVERTISING

dvertising will command
e attention.

for estimates — anywhere

NG ASSOCIATION, 1620 STEGER BLDG.
CHICAGO, ILL.

AL REPRESENTATIVES:

York City
ago, Ill.
burgh, Pa.
nnati, O.

Poster Selling Co. 1015 Fullerton Bldg., St. Louis, Mo.
Geo. Knox Throop, Inc. 18th Floor Tribune Bldg., Chicago, Ill.
Wall's National Poster Service, Inc.,
101 Tremont St., Boston, Mass., & 5th Ave. Bldg., New York City



Backing It Up With a Real Advertising and Selling Campaign

In the OLUS SHIRT, we recognize the coming garment of every Ad-Man, Publisher, Manufacturer, Merchant and men in every walk of life. Every practical man *must* prefer shirts with *drawers* instead of tails.

The most spirited and comprehensive campaign of consumer advertising ever behind a commodity in the men's wear field is about to be launched for the OLUS SHIRT.

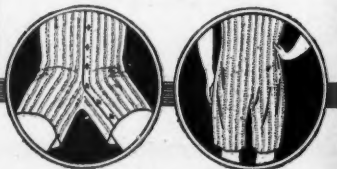
We're confident that every man of you who boosts the cause will feel "fittingly" repaid by the comfort and convenience of the OLUS COAT-CUT SHIRT—to say nothing of the economy.



THE OLUS SHIRT comes in all shirt fabrics and our own distinctive patterns. \$1.50 up, according to quality.

Booklet on OLUS garments on request to Dept. P.

PHILLIPS-JONES CO.
NEW YORK CITY



Influence upon Advertising of Doubling Second-Class Mail Rates

Facts Out of Recent Government Hearings

Special Washington Correspondence

ADVERTISING'S intimate relationship to the periodical publishing industry and the influence and effect upon advertising of any increase in the postal rate on second-class mail was emphasized by almost every one of the publishers who spoke at the recent hearings before the Committee on Post Office and Post Roads of the House of Representatives. It is expected that further facts along this line will be disclosed by the statements which the committee have requested from certain publishers.

None of the statements requested relative to the income and profits of certain magazine publishing houses, the revenue received from advertising and the distribution of circulation have yet been received at Washington and the official publication of all testimony has been held up pending the receipt of this supplementary information. However, in order that there may be printed without delay facts and figures additional to the presentation in last week's issue, *PRINTERS' INK* has been given access to the revised and corrected official stenographic report of the hearings.

J. M. Cunningham, of *Farm and Home*, Springfield, Mass., has filed with the committee a statement in which he urges that if there is to be an increase in the second-class rate it shall not take effect for five years after its passage in order that no undue hardship shall be worked upon publishers of farm journals who have accepted long-term subscriptions, some of these subscriptions being for terms as lengthy as ten years. Mr. Cunningham in his statement says: "Any increase in the second-class postage rate will throw additional business into the hands of the American News Company. This concern has what approaches a monopoly of the distribution of many

publications to the newsstands. Only one or two publishers have sufficient resources, sufficient circulation and sufficient number of different publications to conduct their own news company distribution."

HOW INCREASE WILL AFFECT FRAUDULENT ADVERTISING

Taking up specifically the effect upon advertising, this representative of the Phelps Publishing Company says: "Any increase will doubtless result in a decrease in the circulations of the publications affected anywhere from 25 to 50 per cent. If any portion of the increase in cost is borne by advertisers it will, of course, be ultimately passed on to the consumer of his goods. One-cent letter postage will have a tendency to increase the number of frauds and near-frauds operating through the mails. These parties are unable to secure advertising space in any reputable publication, practically all of which insure their subscribers against loss through dealings with their advertisers, but by means of one-cent postage and the lists of names, readily obtainable from name brokers, will be able to get their propositions before the public very cheaply, in sealed envelopes secure from postal inspection, and can carry on such business for a long time before being detected. Further, the individual who loses through these operations has no redress, as the Post Office Department does not make good losses suffered in this way, as publishers are willing to do where such party advertises in their columns."

E. T. Meredith, proprietor of *Successful Farming*, Des Moines, Ia., in addressing the committee also dwelt at some length upon the advertising factor in the situation and sought to impress his hearers with the fact that advertising rates and the amount of

Another successful national advertiser using the Frey service is the Chicago-Kenosha Hosiery Company. Following is a half-tone reproduction of a full-color painting just made for this concern:



What Mr. Winsten, Sales and Advertising Manager of the Chicago-Kenosha Hosiery Company, thinks of our work:

Chicago-Kenosha Hosiery Co.



Charles Daniel Frey, Chicago, Ill.

My Dear Mr. Frey:

Every advertising man knows how difficult it is to get good selling ideas. Most advertising men know how difficult it is to get an artist to put a selling idea—after you have given it to him—into a picture.

You can imagine then, how refreshing it is to find an institution like yours, that not only takes a few ideas, which the writer has given you, and puts them into good selling illustrations, but also creates the selling ideas in addition to the art work.

The four paintings of "The Seasons" which you have just finished for us for use in our 1916 calendar, are satisfactory in every respect. I congratulate you upon having an organization of talent capable of producing work of such character. However, it is simply one case in point as to the manner in which you have worked out many of the plans utilized in our advertising department.

With best wishes from the writer, we are,

Very truly yours,
CHICAGO-KENOSHA HOSEY CO.

Winsten

HJW V

Sales & Advertising Manager

If you will tell us your requirements, we will be pleased to submit our ideas for the illustration of your advertising copy, in typewritten form without obligation, or in sketch form at a nominal charge.

Send for our booklets and full information.

Address

**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations
MONROE BUILDING, CHICAGO

space in any given periodical devoted to advertising are all matters of proportion. Said he: "When some publishers walk into my office they are overwhelmed by the size of it. But recently I walked into the office of the Curtis Publishing Company and mine looks like a two-spot beside it. Some time ago I was astonished when I learned that it cost the Curtis Publishing Company \$70,000 a year to get their blank paper from the depot to their printing presses and back to the post office. That was more than my total business at that time. In other words, Mr. Curtis has got to get a rate which will pay all those expenses. I have to get a rate which will pay my expenses and the man who has only one thousand copies gets a rate in proportion, to pay his expenses.

ADVERTISEMENTS SHOULD NOT BE DISCRIMINATED AGAINST

"I have got to bring replies to those advertisements (indicating his publication) at the rate of approximately 20 cents to the advertiser for each reply or the advertiser says that the advertising costs too much. If the men taking trade papers are not interested in these advertisements the advertising would not pay and could not be published. So that the advertising departments of the paper ought not to be discriminated against from the standpoint of reading matter—not alone from the standpoint of industry, but from the standpoint of reading matter, because they are of intense interest.

"Here is the result of your low postage rate. Here is a paper not any different from the average agricultural paper; and you cannot find in it a patent medicine advertisement; you cannot find in it a mining stock advertisement; you cannot find in it a natural gas advertisement; you cannot find in it any advertising of any description except for things the farmer needs and for real estate. We have never had a liquor advertisement. We are cutting out of this paper patent advertisements, because it will lead the boys

of the country into thinking that they can get patents very easily."

In reply to a question by Congressman Stafford as to why the above-mentioned classes of advertising are being barred, Publisher Meredith said: "Because we have a high class of readers; we have a clientele that do not believe in that. We are on a high plane and we can afford it because our paper is carried cheaply in the mails. It is an effort to cut out these patent-medicine and liquor and mining advertisements. They pay very well. When the publishers of farm journals get down to a point where they have to say 'Shall I go broke or go wrong?' the chances are they will go wrong rather than go broke; they will carry some things that ought not to be carried in their advertising pages."

The Iowa publisher explained that *Successful Farming* has a general circulation in 13 states, adding: "The average state paper would have 60 per cent possibly in the state in which it is published and 40 per cent in the adjoining states." Members of the committee asked some questions, seemingly designed to bring about a disclosure of the profits of Mr. Meredith's business, but the publisher replied: "I do not see that that enters into the question. I am doing business with more than 600,000 people and say I am making ten cents a year off each one of them, that is \$60,000 a year."

Similarly, Charles T. Root, of the United Publishers Corporation, refused to be drawn into a controversy before the committee, when shown some printed matter put out by the National One-Cent Letter Postage Association which purports to show that the *Boot and Shoe Recorder* has an advertising income in excess of \$150,000 a year, Mr. Root merely remarked: "It is said that figures will not lie, but there is a class of figures that will."

THE BALANCING OF ADS AND TEXT

The advertising aspect of the situation was touched upon in no uncertain terms by Cyrus H. K.



The Binghamton Press

(and Leader)

The total circulation of THE PRESS is now over 26,000 net paid each issue.

Into more than 98% of the homes of Greater Binghamton (this includes Port Dickinson, Lester-shire, Endicott and Union) goes THE BINGHAMTON PRESS every evening.

Over 15,000 copies daily are sold and delivered in this Greater Binghamton section, and the entire circulation is within the buying radius.

The unusually complete thoroughness with which THE PRESS covers its field—especially the immediately local field, enables any advertiser to concentrate his appropriation and expenditure with splendid and telling effect and with great saving and economy. The Audit Company of New York has just completed a thorough audit of the circulation of THE BINGHAMTON PRESS, and we will gladly mail a copy of it to you if you desire one.

THE BINGHAMTON PRESS

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

Curtis, in the course of his testimony before the committee. He said in part: "People complain so much about the reading matter and they are under the impression that a certain amount of reading matter has been taken away to make space for advertisements; whereas, as a matter of fact, the advertising is simply added."

Congressman Reilly asked Mr. Curtis whether in his estimation trade journals that contain "three times as much advertising" should be admitted to the mails on the same basis as standard magazines such as those published by the Curtis company. Mr. Curtis's reply was: "Yes, I think so, if they are legitimate publications, because they serve a real purpose to the trade. They are just as valuable to them as the great mass of advertising is that you see in the Sunday and daily papers,—the Saturday and Sunday issues. It is the illegitimate publication that I would put out if I could. I think there is a lot of stuff in the second-class mail that should not be there. I think that publications that give away a premium of the same value as many of them ask for their publications should not have the second-class rate." Mr. Curtis, in answer to a question, gave the circulation of the *Saturday Evening Post* as 2,125,000 and of the *Ladies' Home Journal* as 1,670,000.

The volume of advertising carried in mail-order mediums was the basis for much of the attack made upon these publications as a class by C. W. Burrows, president of the National One-Cent Letter Postage Association. After criticizing *Comfort* and the *Woman's World*, he paid his respects in like manner to *Home Life* and to *Happy Hours*, the latter published by the Vickery-Hill Publishing Co., of Augusta, Me. He exhibited a copy of *Happy Hours*, which he asserted contained ten pages of advertising out of a total of 24 pages, and a copy of *Home Life*, which he represented contained $11\frac{1}{4}$ pages of advertising out of a total of 24

pages. He cited *Flatwoods Farm Journal* (a periodical so small in size that it runs 40 to the pound) published at Hendrickson, Mo., as in favor of the one-cent letter postage movement. Mr. Burrows also quoted Talcott Williams, of the Pulitzer School of Journalism, as authority for the statement that 100 years ago the aggregate weight of one copy of each issue of an ordinary city daily for one year was about 10 pounds; 50 years ago the amount had increased to 25 pounds; 25 years ago it was 50 pounds, and to-day it is asserted to be 125 pounds.

AN ARGUMENT FOR LOWER LETTER RATE

In the course of his comment upon advertising, the advocate of one-cent letter postage said: "The letter mail itself will create further answers far more effectively than will periodical advertising. For this very reason while advertisements will create many millions of letters, yet when all is said and done, its percentage of the whole is small, aggregating probably not over 400,000,000 to 600,000,000 letters and post cards, with a maximum resulting revenue of not beyond \$3,500,000, of which not one-half would disappear if there were no advertising done.

"One publishing company last year, it is reported, made a net profit of several million dollars. How was this done? Their postage was about \$600,000 and it cost the Government from \$4,000,000 to \$5,000,000 to handle their output. Moreover, over \$11,000,000 of advertising per annum was borne on the pages of their publications and also received this nearly free distribution." Mr. Burrows, in quoting the secretary of the American Bankers Association as to how many of the 86 banking periodicals in the United States are needed, said that the official quoted had replied to his question: "Three, and the rest are leg-pullers that live on advertising sandbagged from those who do advertising in this sort of journal."

When George T. McIntosh, sec-

retary of the One-Cent Letter Postage Association was holding up *Mill Supplies*, published in Chicago, as a model periodical because it does not enjoy the second-class privilege and pays, according to his statement, six or seven cents for mailing each copy sent out, he made the assertion that the journal named is making money. "The reason they have not asked for the second-class privilege," he explained, "is because they are thoroughly honest in their subscription list. A lot of them are not paid-for subscriptions, which is the case of a whole lot of others that are under second-class rates. They get their price for their advertising and they have got to have a large circulation and to do that they are sending out a lot of free copies."

FACTS ABOUT AMERICAN NEWS COMPANY

Supplementing his oral testimony before the committee, Stephen Farrelly, manager of the

American News Company, has submitted a written statement in which he explains that there are now 40,000 newsdealers in the United States and says, among other things: "The Government in most cases makes a clear profit on the newsdealers' business while it may lose on periodicals sent to subscribers. The newsdealer has always sustained the same relation to the public as the publishers, and has been so recognized by Congress as well as by the Post Office Department."

Herbert Quick, editor of *Farm and Fireside*, Springfield, Ohio, in the course of his testimony said: "Publishing to-day is a manufacturing business almost pure and simple. The cost of our material has increased 50 per cent, from 25 to 50 per cent, and that has got to be taken care of in a business where the profits are cut down to the minimum by the very keenest kind of competition. There is no trust in manufacturing and selling publications; there

Poster Advertising in Chicago Means Big Business

¶ The people of Chicago receive higher salaries than are paid anywhere else in the world.

¶ The wealth of Chicago is enormous.

¶ The spending power of its population per head is greater than that of any other city in the country.

LET US HELP YOU TO BUILD
UP YOUR SALES

THE AMERICAN POSTING SERVICE

B. W. ROBBINS, President

757 West Jackson Boulevard

Chicago, Illinois

is no combination in it. Every publisher in it would be glad in a moment to sell his paper for less if he could." He said that the tendency of farm papers was to lower subscription prices, and called attention to the fact that the *Ohio Farmer* has reduced its price from \$1 to 50 cents per year. Continuing, he said: "The readers of the farm papers have been taught to buy their papers very low and they are a class of people that will not consent to an advance. Hundreds of thousands of farmers who are now taking two papers will take only one if there is an increase of even five cents in the subscription price."

A thought that came to many persons who were present at the hearings in Washington was whether there is not grave need for a campaign of education on the subject of the cost of periodical publications and more especially a diffusion of knowledge as to what really stands back of the cost of a line of advertising. Or if there be no need to educate the general public on this score, is it not possible that missionary work along this line would be worth while in the case of Congressmen and Governmental officials,—a quarter where erroneous views of the situation may do more or less harm.

Such reflections might well be prompted by some of the questions asked and comments made by members of the Congressional committee during the progress of the hearing. Congressman Fowler, of Illinois, for example, said: "I would like to know what Mr. Collins (of the *Saturday Evening Post*) means by \$8 a line for advertisements. Do you mean \$8 for every line for the year?" A little later Chairman Moon inquired "How much does it cost you to print that line?" When it was explained to him that it would require considerable research to determine the matter, he persisted: "Would it cost two cents?" and failing even with that to get a definite response, he commented: "I think it is safe to say that you make \$7.75 profit for every line of advertising."

Director of Circulation Philip S. Collins, of the Curtis Publishing Company, who was the target for most of these surprising questions, did what he could to cause light to break in, but obviously it was not a task to be accomplished in a limited interval. Mr. Collins said, at one point: "The assumption which persons not familiar with the publishing business are very likely to make is simply to multiply the number of lines by \$8 (the *Saturday Evening Post* rate) and figure out that everybody in the publishing business ought to be millionaires. The fact is that the only reason for the low subscription prices on magazines is because of that revenue from advertising." But even with that Congressman Stafford came back at Mr. Collins with the assertion, "You have carried advertisements for the Uneeda Biscuit Company at a cost of hundreds of thousands of dollars and that all had to be paid by the consumers." When Mr. Burrows, the one-cent postage advocate was on the stand, Congressman Steenerson inquired of him whether he had the figures showing the amount of money spent for advertising. "No," was the reply, "I have not. It runs to hundreds of millions of dollars per year."

Mail-Order House Using Newspapers

Linwood Haines, Limited, a Camden, N. J., concern which has only been in the mail-order field a comparatively short time, is soliciting business in New Jersey and Pennsylvania by using newspapers. Philadelphia Sunday papers and New Jersey dailies and weeklies make up the house's list.

In the Philadelphia Sunday papers the Haines people usually have three or four ads, covering widely diversified lines of goods, as, for instance, a few Sundays ago, one of the ads was about ladies' shirt waists, another about gasoline storage tanks and another about kitchen cabinets.

White, Advertising Manager of Cleveland Concern

H. McK. White, who has been advertising manager of several Indianapolis companies, is now advertising manager of the Ferro Machine & Foundry Company, Cleveland.

Bread Cast Upon the Waters

Under date of Jan. 22, 1914, a farmer in the vicinity of Royersford, Pa., wrote to Q. I. Simpson, Administrator, Palmer, Ill., as follows:

"I am writing for one of your catalogs of horses and cattle. I see your advertisement in The Chicago Breeder's Gazette. I am a horse raiser myself."

A tale with a moral goes with this. Let Mr. Simpson tell both in his own language:

"So often have we gotten inquiries like this that it seems I should let you know about them. You will note that the envelope is addressed 'Administrator' and that the letter says: 'I see your advertisement in The Chicago Breeder's Gazette.' This was an advertisement of an administrator's sale that occurred in the spring of 1905. The Gazette carrying it must have been carefully preserved during this decade. This man is hoping that some kin of the deceased are yet carrying on the breeding to which the notice then referred and requests catalog and prices."

"There is so much moral to this that an interesting discourse could be written on it—the undying and unknown recompense from an advertisement well placed, and the value to the inheritors of a business long established. This further proves that good journals are not destroyed, living long from their calendar birth; that the immediate return from a paid notice is not the entire sum that is to accrue; that continuity is of worth in the breeding business, the same as it is in great mercantile establishments. We thank the management of The Gazette for maintaining a journal the issues of which are good enough to be preserved."

Does this interest the reader? It should if he is seeking connection with the best farmers throughout the "corn belt"—the farmer who makes live stock raising the leading feature of his business.

Please ask us to send you a recent issue of his favorite paper. Kindly address

The Breeder's Gazette

542 South Dearborn Street, Chicago

or

George W. Herbert, Inc.
Advertising Bldg.
Chicago



Wallace C. Richardson, Inc.
41 Park Row
New York City

WANTED

A Weak Advertising or Circulation Department to Develop

Would an infusion of vigor, vitality, enthusiasm and an atmosphere of success be helpful to your business, advertising or circulation departments right now?

Is there an advertising or circulation department of a large class or trade publication or the business end of a small journal that requires organization or development?

Has a publisher a new feature or field which he wishes to feel his way into, without too large an expenditure of capital, who requires an executive with a mastery of detail and control of men on advertising and circulation work? Perhaps a big campaign is planned?

I want that job. My claim to consideration is based on six years' experience in such work, an unquenchable enthusiasm, perfect health and the ability to organize a force or department, hold it together and cause it to produce maximum results in a minimum period without an unwarranted expense.

For further reference: Age twenty-nine. Married. Have traveled the East and know the road. Have at present a sales force covering the States east of the Mississippi and am prepared to demonstrate worth at \$2500.00 per year, though present earnings are greater.

I'll show you a capacity for work and a tendency to grab an opportunity and make it grow that will gratify you.

"W.," Box 157, care Printers' Ink.

WANTED

Inquiry Into Efficiency of "Big Business"

Commissioner of Corporations
Davies Wants Government to
Secure Data, Showing Effect of
Trust Organizations upon Pro-
duction, Labor and Prices—Resale
Price Maintenance

A DISCUSSION of the proposed investigation into the efficiency of trusts and a recommendation that the Bureau of Corporations expand its scope so as to gather fundamental data concerning the corporations of the country, are the features of the annual report of Joseph E. Davies, Commissioner of Corporations.

He says in part:

"There are two aspects of the trust question which are peculiarly within the domain of the bureau, namely, the effect upon the cost of production and distribution and the effect upon the price to the consumer.

"It is contended by some that with the increase in the size of industrial enterprises there goes a reduction in the cost of extraction, manufacture and distribution, and that such reduction in cost is accompanied by lower prices to the consumer and does not involve a reduction in wages or an impairment of the conditions of labor.

"It is contended, on the other hand, that the source and origin of monopoly is found chiefly in the desire to exploit the general public by stock-jobbing schemes for the immediate profit of the promoters, or for the purpose of obtaining control of the market and exacting unduly high prices from the consumer. According to those who hold this view, there is a point beyond which the increase in size of operations does not result in an increase in economy and efficiency, but rather in loss and waste. If this latter contention be true, the monopolistic system contains in itself the seeds of its own decay.

"Of almost equal importance with the determination of comparative efficiency is that of the

price policy of such large industrial combinations as have achieved a substantial control of the market. Those who allege that such industrial enterprises result in greater economy and efficiency in production often overlook the equally important question whether or not they absorb all the benefits of such economies in increased profits without conceding any share thereof to labor in higher wages, or to consumers in relatively lower prices or improved quality of goods, etc."

Supporting his recommendation for the collection of additional statistical information, the commissioner says:

"Both the necessities of the Government in the regulation of interstate commerce, and the reasonable requirements of individuals regarding information as to the affairs of particular corporations, make it desirable that some Governmental agency should be provided with the power and duty to obtain and keep as a public record certain facts with reference to associations and corporations which are engaged in interstate commerce, due regard being had to the protection of trade secrets and those matters which have no public interest. This is especially necessary with regard to the larger companies, but while size limitations have been sometimes suggested, as, for example, a gross business of \$5,000,000, it is important to obtain certain facts from smaller concerns in order to determine, among other things, the proportion of control which the larger corporations possess in any branch of industry."

In addition to the investigation into the efficiency of trusts, the bureau is at present making a comprehensive inquiry into resale price maintenance; also an investigation into the foreign corporation laws of the various States. It is also making a study of existing legislation on the trust question and proposed reforms and remedies. Other investigations pending are those into the tobacco, fertilizer and agricultural implement industries, and State systems of taxation.



The Syracuse Evening Journal

Syracuse, N. Y., with its thousands of high grade, well paid workmen, a large percentage of them owning their own homes, with its many other qualities and features that make it a splendid market for the better class of merchandise, is never ignored or forgotten by the wise sales campaigner.

The publicity problem has been solving itself there in a marked fashion during the past five years. The man who spends an afternoon in Syracuse finds THE EVENING JOURNAL a great factor, convincingly in evidence everywhere.

Its more than 40,000 circulation, confined almost entirely to Syracuse and environs, makes it by far the most complete and thorough covering advertising medium for that section.

Its just and equitable rate of SIX CENTS AN AGATE LINE FLAT makes it the logical economical and profitable medium for any campaign, either of sustained and continuous publicity or to try out the field and market.

It is in the SYRACUSE of today you are interested—disregard traditions—bury years-old memories, your own or others'.

The JOURNAL means Syracuse NOW.

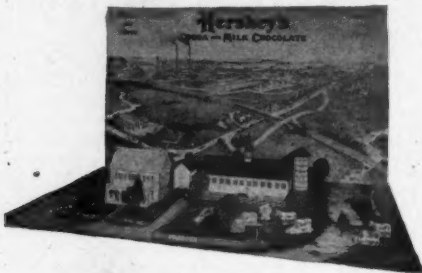
THE SYRACUSE EVENING JOURNAL

THE JOHN BUDD COMPANY

Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Hershey's Successful Window Display

THE accompanying cut is a reproduction of the window display put out by the Hershey Chocolate Company, of Hershey, Pa., which makes chocolate and cocoa. It has proven very popu-



PHOTOGRAPH OF NEW DISPLAY

lar among retailers. They are giving it good showings not only in New York and other large cities, but throughout the country generally, as far as the Coast.

Ezra F. Hershey, the treasurer of the company, informs PRINTERS' INK that it has been the most successful display that the company ever put out, judged by results. The display shows how the company is making advertising capital out of its 8,000 acres whereon it makes its products, and it is said even raises its cows for the milk. This company also owns its own trolley line, and has established a Y. M. C. A. and Y. W. C. A., operates its own bank, and has established a railroad station named for it. These facts are entering considerably into the advertising this company is doing.

New Edison Newspaper Copy

Big space is being used in newspapers for the new tone modifier for Edison Phonographs. Pages are laid out with the idea of making people grasp the importance of Thomas A. Edison's latest invention. The entire top part of the space is occupied by a drawing of Mr. Edison which shows the inventor examining his latest product—the diamond stylus reproducer. Edison's personality adds to the interest of the copy.

Plan to Exchange Foreign and American Business Thought

There is a possibility that European cities will send business men to America to exchange ideas with American business men, much after the plan now in force among exchange professors between foreign and American universities. If the plan proves successful, American business representatives may go to Europe to give out our best business thought in exchange for foreign.

A dispatch from Berlin, dated February 4, says that Prof. Apt, an official of the Elder Merchants' Guild, with whom the project for a German-American "business men's exchange" originated, outlined the scheme. He said:

"The idea originated in the course of a casual conversation that I had with a distinguished American. It has now been formally taken up by Harvard and is being thoroughly canvassed by a commission of which I am a member.

"The rough plan is that two or three eminent German and a similar number of American business men should visit the other's country periodically for the double purpose in the case of Germans of telling Americans what we have which they have not and seeing and learning what they have which we lack.

"My idea is that the men sent to each country should deliver public addresses and in every way possible play the role of missionaries on the one hand and seekers of knowledge on the other. What we have specially to learn from America is your superb business organization.

"Our commission hopes to work out a definite plan within three months."

Silverware with a P. & G. Soap

Amber Soap, a product of the Procter & Gamble Company, Cincinnati, is being advertised extensively through a plan of giving Wm. Rogers Silverware free with the soap. A choice of six teaspoons, or three tablespoons, or three knives, or three forks, is to be had in exchange for 100 Amber Soap wrappers. The offer is good only up to April 30, 1914.

New Tobacco "Character" Makes His Bow

"Down in Kentucky," says the Liggett & Myers Tobacco Co., "there's a real Velvet Joe, who has the reputation of getting more tobacco from an acre and more good cheer out of life than any man in seven states." Joe has just made his appearance in Velvet smoking tobacco copy, with a line of homely philosophy in prose and verse.

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A Publisher's Story of An Advertising Campaign

CAST:

Publisher: - The Curtis Publishing Company
Advertiser: - Barrett Manufacturing Company
Agency: - - The Erickson Company, Inc.

EVERYBODY is familiar with the constructive efforts of the Curtis Publishing Company in behalf of better advertising.

In the January 17th issue of the Saturday Evening Post appeared a page advertisement telling the story of an extraordinary advertising campaign.

The Erickson Company was gratified by this unexpected and unsolicited tribute, and reprints the announcement in this insert.

*Reprinted from the Saturday
Evening Post for January 17.*

An Advertising Idea from Darkest Africa

IN ENGLAND a large proportion of all the coal tar produced is burned up as some form of fuel.

In America 95 per cent is used in valuable manufactures. One way, at least, in which the New World is less wasteful than the Old.

In one of these valuable uses of coal tar there is a story—a story that takes us into darkest Africa, that gives us an inspiring glance at the persistence of men and a hint of the romance of business.

A certain firm manufactured coal tar products. They had seen great industries made greater by advertising. They thought there must be some way in which they could employ this force, but try as they might, they could not see just how. So they called in an advertising man.

He asked how coal tar was used.

"One thing," they said, "is for making tar and gravel roofs—the kind of roof you had on the ell back home."

What the Problem Was

These roofs, he found, are made with coal tar pitch and felt. They cannot be bought ready to lay like prepared roofings, but must be laid "on the job" by a local builder or roofer. Right there was disclosed one reason why this firm ought to be in touch with the public through advertising.

There was no accepted standard method for laying roofs. You can lay a poor roof that will look and act all right until after the weather has had a chance at it. The result was that, either through skimping or through mere lack of skill, many roofs did not last very well.

This had two bad effects:

First, owners of houses and buildings did not get as good roofs as they should.

Second, good roofing materials were not being used as freely as they should be, which hurts business.

The advertising man packed his bag and took the train for the West. During the next two months he interviewed about 500 builders, architects, dealers and workmen. He

*Reprinted from the Saturday
Evening Post for January 17.*

came back—with no recommendation. It looked hopeless—to advertise something that could not be sold all ready for use, but which must be mixed with other ingredients and spread out on top of a building by a third party.

How the Inspiration Came

Soon after, this advertising man was taken ill with a malarial fever. After he had tried all sorts of remedies without success, a doctor gave him a certain prescription. It was filled at a drug store around the corner, and it cured him. Being of an inquiring mind, he asked what was in the prescription. The doctor said:

"When Henry M. Stanley went into Africa to find Livingstone, his men were attacked right and left by fevers. The physician in the party, whose job was to fight these fevers, was a Dr. Warburg. By experiment after experiment, under the pressure of necessity, he finally worked out a certain specific, made up of a number of standard drugs. After he had returned to civilization he did what the ethics of his profession demanded. He gave his secret freely to the world. It was accepted by medical science, and is today published in various standard works of medicine, and is known by Warburg's name. Any doctor can write it, and any druggist can compound it. That's what cured you."

That night the long-sought-for idea flashed on the advertising man.

"Why," he asked himself, "shouldn't there be a recognized prescription for tar and gravel roofs, which any owner or architect can specify and any roofer can carry out, buying his materials from any builder? With the right specification honestly followed, roofs would be laid right."

How They Worked It Out

He took the plan to the manufacturers. They consulted engineers and architects. The best methods and proportions of materials were set down in black and white.

And, with some hesitation, they began to advertise. What they decided to advertise was not their own materials, but a method, a specification for laying roofs. Their own firm was so large that they could afford to promote the whole coal tar industry, and let competitors reap a share of the advantage.

The first advertising was done in trade and technical papers, to reach architects and engineers, and in *The Saturday Evening Post* and one other general medium, to

*Reprinted from the Saturday
Evening Post for January 17.*

reach consumers. Circulars and other mail matter were also sent to architects and builders.

Scientific and progressive men are quick to adopt a plan based on scientific methods. They tried the specification, and, finding that it produced better and longer-lasting roofs, used it again and again. And the layman was gradually educated to ask for that kind of roof on his construction.

What Were the Results?

The increase in the demand for the goods was so noticeable that methods were worked out for advertising other uses of coal tar one by one. This year that same firm is investing in advertising to the extent of twenty times its original appropriation, and is getting its money's worth.

Let us see, then, what national advertising accomplished in this instance,

First, it corrected a condition in an industry which was suffering because of the misuse of its product.

Second, it found a way to make sure that owners of buildings should get *good* tar and gravel roofs instead of *poor* ones.

Third, it greatly increased the use, for an economical and beneficial purpose, of a product which in England, for example, is generally burned up as fuel.

Does not this show how advertising can be of true economic service to

- (1) the business man
- (2) you, the consumer, and
- (3) the whole American public?

The Curtis Publishing Co.

This story is told more fully in "Selling Forces", the 282 page illustrated work on national advertising recently issued by The Curtis Publishing Company. If you live in any of the large cities you can probably consult this book free in your public library. Or it will be sent prepaid for \$2.00. Address The Curtis Publishing Company, 1 Madison Ave., New York City.

*That is the announcement of
The Curtis Publishing Company.
There is more of the story on the next page.*

The advertising man mentioned is
A. W. Erickson.

The account is *Barrett Specification Roofs.*

The agency handling this account is
The Erickson Company, Inc., New York.

The story of the campaign only touches the surface. It doesn't tell the vast amount of investigation and intensive service given to the problem by The Erickson Company, or how a dozen other Barrett products have been advertised and made profitable.

*If you think there is room
in your business for the
sort of service The Erickson
Company gives its clients,
tell us how we can
get in touch with you.*

Here are shown, in reduced facsimile, three recent advertisements of Barrett Specification Roofs.



Newspapers
Magazines
Technical Papers
Billboards
Street Cars
Painted Signs
Booklets, etc.

The Erickson Company, Inc.,
A service agency
381 Fourth Avenue, New York.

Eliminating the Complaint at Its Source

Complaints Should Not Merely Be Handled Individually, but Should Be Analyzed and Tabulated, So As to Reveal Fundamental Tendencies—Practices That Prevent Rather Than Cure.

"I AM the complaint clerk for this business," said the president of a pretty large corporation to a PRINTERS' INK representative. "By that I mean to imply there is nothing so important in this entire business as the proper handling of customers who for any reason whatever have become disgruntled. I figure that every old customer should produce five new ones. I spend more in advertising to get my first sale than the profit actually amounts to. Therefore, if I don't get those five additional sales, my advertising has been a losing investment.

"Not only that, but complaints enable me to keep my finger on the pulse of every department of the business. If the factory superintendent relaxes his watchfulness, if the delivery department grows careless, if some of the salesmen promise too much for the sake of forcing a sale, my record and analysis of complaints flashes a warning signal. Instead of regarding dissatisfied customers as a nuisance and keeping as far aloof from their kicks as possible, I insist upon knowing the details. I want to know whether a certain class of complaints is increasing or decreasing. I want to know whether we can improve our goods, our packing, our selling methods, etc., and so I go on a still hunt for complaints rather than try to shut them off."

In the last statement particularly is indicated a modern tendency of successful business. Captains of industry nowadays are not waiting for complaints voluntarily to put in an appearance. Scouts are being sent out to unearth complaints that might otherwise never be heard of. Sometimes advertise-

ments are so adroitly worded as to invite the sending in of complaints. And then, when received, they are not handled perfunctorily by a cheap subordinate, but are analyzed and tabulated by some person of good judgment who is capable of reading out of them fundamental principles of vital importance to the growth of the entire business.

A LESSON FROM THE SMALL STORE

One may often see in small stores a sign which reads:

"If you like our service, tell your friends. If not, tell us."

And there is such a frank appeal to human nature in a notice of this kind that it might with propriety be incorporated in the creed of everybody whose business lies in catering to the public needs. Apart from the fact that a dissatisfied customer is a "danger zone," there is the not too remote possibility to be considered that some day or other a lawsuit may be started by some more or less "cranky" party determined to "get even or bust." Such an element of publicity is, of course, extremely inadvisable and in the long run it will be found better rather to eliminate complaints at their source than to attempt to make good on them after they arise.

There is necessarily the grouch to take care of—the man who always grumbles—but so long as the manufacturer is conscientiously satisfied he has done his utmost, this element is usually so small as to be negligible.

In the collection of material for this article the writer has been enabled to look "on the inside" of businesses of various kinds, and has been universally impressed by this growing tendency to use the complaint itself as an instrument for the improvement of their service generally.

Growing competition is doubtless responsible for some of this tendency, but behind it all one finds an increasing spirit of broad-mindedness and a feeling that on the whole the public are not "kickers" unless they have good reason. Complaints are undoubtedly cost-

ly, not only in the mere adjustment of claims, but in a broader sense—in the inception of a feeling of discontent which undoubtedly is infectious.

The cases quoted are all typical big businesses, but the lessons they convey can be utilized to a greater or less extent by every manufacturer or merchant who has dealings either directly or indirectly with the great consuming public.

The establishment of "service" departments, which are in their essence departments for the handling of complaints and the satisfying of complainants, has, under some form or other, become a regular feature of these organizations.

In them complaints are received, settled, analyzed, classified and recorded, and from such a department the various other branches of the organization are notified of the troubles and their causes, and such conclusions are drawn as will best insure greater efficiency for the future.

Such an organization may sound formidable, but, in practice, a very small staff under a capable head will do a surprising amount of effective work, and those firms which have tried out the system thoroughly are generally convinced that it is a paying proposition in every sense of the word.

Complaints readily divide themselves into classes, and one will often resemble another so closely that the same treatment fits them both.

HOW SOME TELEPHONE COMPLAINTS ARE HANDLED

The New York Telephone Company finds that its main causes of complaint usually take stereotyped lines—delayed or imperfect connections, defects in appliances, removal and installation troubles and disputed toll charges.

To facilitate dealing with them the company has located district managers in various parts of the city, and through these offices the various troubles are traced and suitable explanations or adjustments furnished.

To trace actual examples: A writes indignantly to complain he

has not had his new telephone installed. Reference to the files shows that sufficient time has not been given for the work to have been done. The complainant has the facts courteously placed before him and is usually pacified.

B claims he did not make a certain call charged against him. The toll slips are examined and date, time, and place established. Usually this suffices, but occasionally the reply is that the alleged party called is unknown, and in such cases compromise is the only way out.

C could not get a number promptly, and here, said Mr. King, manager of the Murray Hill District office, is our most common source of complaint. Turning to the switchboard, he showed convincingly how much easier it is to give an immediate connection—just a few mechanical movements and it is done—whereas any failure means three or four rings and usually a heated but one-sided argument from the party making the call.

ADVERTISING TO HEAD OFF COMPLAINTS

"We find it easier and cheaper to avoid complaints than to give cause for them," continued Mr. King, "and I am pleased to say that courteous attention and careful explanation of the causes usually prove effective." In fact, this company is going a step further and purposes using the advertising columns of the daily press for the purpose of "heading off complaints by pointing out how the public themselves can assist in the giving of better service."

Express companies have come in for a considerable share of public opprobrium and it is by no means surprising to find that they are beginning to realize that it is better to meet justifiable complaints frankly and to make friends with the public by such improvements in their service as seem called for by their own experience.

Claims for delay, loss and damage have formed a heavy percentage of an express company's expenses, and it is with the double view of settling claims promptly

and of also eliminating the causes that the Wells, Fargo Company has, during the past year, inaugurated a service department with E. H. Stevens, an experienced express superintendent, at the head, and offices in New York, Chicago, St. Louis, San Francisco, Los Angeles and Houston, each under an experienced manager.

HOW ONE COMPANY IS UTILIZING KICKS TO FURTHER EFFICIENCY

Mr. Stevens thinks the public feeling has been that it was almost useless to complain to an express company unless one had a "pull" because of the great quantities sent by express, but realizing that this unsatisfactory reputation meant actual loss of business, the new departure is based on equitable lines, the policy being to pay every just claim as soon as it is presented.

To gain any real benefit, however, it was felt that the department must endeavor to locate the trouble and eliminate it. One of the means adopted is that of a traveling squad of "inspectors." These men visit points where troubles are frequent, find out the causes and straighten them out. Mr. Stevens pointed out that every claim meant a distinct loss in money, and that not infrequently the fault was directly traceable to the error of an employee of the company. "If that is so, we want to know it and either educate the man to the proper way of handling the traffic or else put a competent man in his place." These ideas are given prominently before every employee in the *Messenger*, a monthly house-organ which is chiefly made up of helpful and instructive talks on better service and kindred subjects.

THE WIDE INTEREST IN SERVICE WORK

Before leaving the subject of public-service corporations it is interesting to note that at the national conference of commercial gas managers, held at Philadelphia in December, special attention was given to this subject, a committee being appointed to investigate and its report made the occasion for

an extremely spirited session, wherein the conviction was almost universally expressed that the old "public be damned" attitude was dead and that from all points of view it *paid* to study out consumers' complaints and to trace and remedy the causes.

The committee was made permanent and was further entrusted with the task of preparing textbooks of instruction on the subject for the use of employees of the various companies.

Turning from this class of corporation to another group which also deal at close quarters with the user, we find that manufacturers of the various machines so common in our offices find it essential to their business to keep in touch with their customers *after* the sale and to use every care to insure satisfactory service.

Many of the typewriter companies maintain an inspection service which insures that every machine in use shall be visited periodically, cleaned and adjusted. They further give free instruction to operators in the care of the machines, and, in addition, maintain a corps of skilled repairmen to look after more serious troubles.

All this is done with the sole view of avoiding *cause* for complaint and may be classified under the head of "Service." It is admittedly expensive, but even at that it is claimed to pay better than leaving the customer to shoulder his own troubles.

"SERVICE" FOLLOW-UP WHICH BURROUGHS USES

The Burroughs Adding Machine affords another striking example of service to customers. So far is its maker from waiting for complaints that a fully equipped service department is kept constantly on the move, and as a rule every machine sold is visited three or four times a year at least.

No sooner is a sale made than it is recorded on a service card, with number and kind of machine, date of sale and all details.

Prospective users are carefully instructed in the use of the machine at the start, and a few days after delivery a letter is sent ask-

ing if everything is satisfactory, or, if not, for details of the trouble.

Sometimes this arises from the ignorance of the operator, the omission of some simple operation, or even occasionally from the fact that the machine purchased is not exactly suited to the work required, all of these being quite outside the question of defects in the machine itself, but the same care is taken in each instance to leave the customer absolutely satisfied.

Typical of still another class of business, in the Aeolian Company of New York we find still the same tendency.

Its problem is slightly different from those already cited, although the results are practically the same. To sell a highly technical

instrument like a player-piano to a public comparatively unused to mechanical devices of any kind requires considerable tact and care, not only in the original sale, but in the after handling of the customer.

AEOLIAN'S POLICY OF LOOKING AFTER PURCHASERS

Although every improvement has been adopted to render the instrument "fool-proof," there are yet certain adjustments and mechanical attachments which require to be thoroughly understood before entire satisfaction can be obtained.

To "head off" trouble as far as possible is, therefore, the aim of the Aeolian Company's service department, and a free instructor is sent to the user's home to show

the entire family, if necessary, how to operate the instrument properly. The service record cards are also used as part of a follow-up system for the sale of music rolls as well as for keeping in touch with the condition of the instrument, and possibly leading up to an exchange for a more recent model.

So it would be possible to go from one field to another and add to the list of firms which have adopted the practice of heading off their complaints by—to use an Irishism—taking care of them before they happen. It all points to the growing tendency among

(Customer's Name)		Date.....	No.
Defective Part		Finished Product	
Bought..... 19..		Sold..... 19..	
From.....		To.....	
Made..... 19..		Shipped..... 19..	
By.....		Route.....	
Packed..... 19..		Reported..... 19..	
By.....		By.....	
Remarks.....		Complaint.....	
		Claim.....	

FRONT OF CARD—RECORD OF GOODS

Complaint Settled.....?	
How.....	Amt. \$.....
Fault of.....	
How dealt with.....	
Claim made on..... 19..	
How settled.....	Amt. \$.....
Remarks	
	Net loss \$.....

BACK OF CARD—RECORD OF COMPLAINT

THESE DETAILS WOULD, OF COURSE, BE SUBJECT TO ALTERATION AS REQUIRED BY THE PARTICULAR BUSINESS. THIS CARD HAS BEEN USED SUCCESSFULLY BY A RUBBER MANUFACTURING FIRM

Selling Automobiles In Ohio

Ohio is now the fourth state in the union in the total registrations of automobiles, there having been 95,000 licenses granted in 1913 as against 65,000 in 1912, an increase of over 30,000, or almost 50%.

If you will ask the men on the firing line—the distributors and dealers—they will tell you that the farmers of Ohio have been heavy purchasers of automobiles, especially during the past two years.

These same distributors and dealers in various sections of the state have recently told one of our representatives that the prospects for selling automobiles to the farmers in Ohio are brighter now than they ever have been at any time in the past.

This is not to be wondered at, when you take into consideration the fact that Ohio farmers have

had comparatively good crops each season and they have been getting better prices for their products every year. They have the money and they have been educated to the desire for better things and they are going to have them. Naturally they will buy from those whose products they know most about.

The Ohio Farmer is reaching over 125,000 of these prosperous and progressive farmers every week and nearly 100,000 of them are in the state of Ohio. The rest of them are in the territory contiguous to Ohio, so that there is no waste circulation.

These same farmers are going to be most interested in the machines in which they have confidence, and it naturally follows that these are the ones that are advertised in the paper which represents to them the highest authority in agricultural matters in Ohio.

If you have not done so already, be sure to ask your distributors and dealers in Ohio whether it would pay you to use The Ohio Farmer. We are confident their answer will be in the affirmative.

THE OHIO FARMER CLEVELAND

Member Standard Farm Paper Association.

The Ohio Farmer can be used in combination with either The Michigan Farmer or The Pennsylvania Farmer, or both. Write direct or to either representative for rates and information.

George W. Herbert,
Incorporated,
600 Advertising Bldg.,
Chicago, Ill.



Wallace C. Richardson,
Incorporated,
41 Park Row,
New York City.



The Evansville Courier

Evansville, Indiana, is booming. The city is becoming a great trade center. Its development has been remarkable. It's steady progress all last year and still continuing, is set out most emphatically and convincingly in THE COURIER'S INDUSTRIAL EDITION. If you are interested in Evansville we will gladly send you a copy.

As an indication of the condition of things in Evansville we quote a few heads of articles that appear in the edition:

EVANSVILLE AN INLAND SEAPORT

FACTORY GAIN IS MARVELOUS
Expenditures made by established industries provide 2,000 new jobs. All records smashed.

ENGINE PLANT WORLD'S FINEST
New Hercules Plant covers three city blocks and employs 600 men at good wages.

HALF A MILLION GOES INTO CLUBS
Remarkable Growth in Good Fellowship and Fraternal Spirit.

BANK DEPOSITS OVER TWENTY MILLIONS

City's Bank Clearings for Year Set Record and Reflect Material Progress.

YEAR 1913 A RECORD BREAKER IN BUILDING IMPROVEMENT COST

RETAIL TRADE EXHIBITS GREAT GROWTH

CITY EXPANDS AS JOBBING CENTER

CITY GAINS HALF A THOUSAND HOMES—Etc., etc., etc.

THE COURIER is Evansville's great, strong, clean, influential newspaper. Leads in every way.

May we tell you more about both the town and the publication?

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

manufacturers to profit by their own mistakes and to eliminate the cause as far as possible.

HOW CASH REGISTER MAKERS PROFITED BY COMPLAINTS

It is claimed by the makers of National Cash Registers that many of their most important improvements were suggested by users who found the regular type of machine did not do what they wanted. So with almost any business. It is not sufficient merely to settle a claim or silence a complaining customer. There is something at the back of every complaint, or it would never have been made, and when these are sufficiently numerous in any one direction to indicate some defect in the product, every investigation should be made of the cause and every endeavor made to remedy it.

Some of the greatest advances of recent years have been evolved out of some apparently trivial cause of complaint, and this applies not only to cash registers, but to typewriters, adding machines and almost every modern domestic or business appliance.

Every reader of PRINTERS' INK owes it to himself to look into this question of complaints. If there are many of them, get a full report on each, dig down for the cause, and ten to one the remedy will not be far away.

Even the apparent laxity or want of interest among employees has sometimes a deeper foundation than just laziness or cussedness, and a little "gum shoe" work along these lines may prove a permanent blessing, even if in the disguise of a disgruntled customer.

The manufacturer who desires to systematize his complaints or to create such a service department with a view to the improvement of his product has no need to set up an elaborate organization.

All that is required is a small card index to carry a set of cards classified according to the particular lines on which the complaints are found to run.

These need not be larger than five by three inches or six by four inches, and a set of 500 cards in

various colors will fill a single drawer file. The colors are suggested as a means of classifying the cards according to the fault complained of, thus showing at a glance whether any particular form of complaint is more or less prevalent at any particular time.

Thus, a selection of pink cards could be taken instantly from the file, showing convincingly not only what this particular fault happened to be, but also who was responsible.

By means of dividing index cards, they could be further classified into groups by territories, or in such other form as might be desired. For instance, a jobber might require to know the percentage of complaints on a certain manufacturer's goods. By means of this sub-index the facts would be easily ascertainable. Any system adopted would necessarily be subject to modifications, but the sample card shown may be readily adapted to any business desired.

The front of the card records the outward or factory end of the transaction, while the back is reserved for the details of the settlement.

By "guaranteeing" his product a manufacturer does not absolutely warrant that every piece is absolutely faultless, but he does imply a readiness to be responsible for all defects, and by so doing he at once places himself in closer touch with the consumer and incidentally gains a keen insight into the merits and defects of his goods.

That this is good advertising and good business is borne out by the experience of such firms as the "Holeproof" company, which, encouraged by the success of its "Holeproof" hosiery, has added a "Holeproof" glove also to its line. It is admitted that a certain small percentage of these goods do wear out within the limits of the guarantee, but as they are promptly replaced, the effect to the consumer is the same as if they had not proven defective, while the experience gained through the settlement of such claims is utilized in the direction of further improving the quality of their products.

1847 ROGERS BROS.

Silver Plate

that Wears



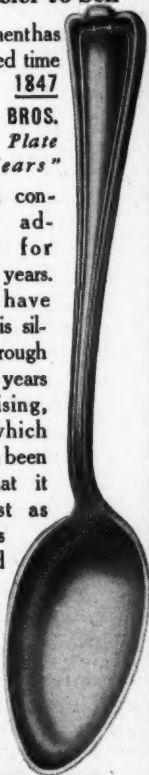
Advertised Goods Are Easier to Sell

This statement has
been proved time
and again. 1847

ROGERS BROS.
"Silver Plate
that Wears"

has been consistently advertised for over 50 years. People have known this silverware through all these years of advertising, during which time it has been proved that it wears just as long as claimed for it.

It is the ideal silverware for the table and gifts.



INTERNATIONAL SILVER CO.
MERIDEN, CONN.

Successor to Meriden Britannia Co.

The cost of maintaining such policies as those outlined is, naturally, an item for investigation, but while it was admitted by one firm that at the outset it added 5 per cent to its expenses, it was claimed that this loss was more apparent than real, being more than made up in the long run by improved service, and that by a gradual reduction of the causes of complaint this percentage had been considerably reduced, and that as business had also greatly increased through the system, the firm had ceased to regard it as an expense item at all.

This experience was more or less corroborated by all the firms interviewed, the general verdict being that, viewed even as an investment, a service department was a paying proposition.

Standard Barrel Law

Before the end of the present session of Congress it is very likely that a law will be written on the statute books fixing the standard barrel for fruits, vegetables and other dry commodities. This fact was ascertained from those who are in charge of the bill relating to this subject which recently passed the Senate.

The measure which passed the Senate has been referred to the House committee on coinage, weights and measures, of which Representative Hardwick is chairman. By the first of March it is hoped that some consideration may be given the measure.

The Senate bill prescribed barrels of fixed measurements for fruits, vegetables and other dry commodities, which measurements differed from the standard measurements fixed for a standard cranberry barrel.

The measure also provides that reasonable violations shall be permitted and tolerance shall be established by rules made by the director of the bureau of standards and approved by the secretary of commerce.

The bill further provides that no barrel shall be deemed below standard when shipped to any foreign country and constructed according to the specifications of the foreign purchaser if not in conflict with the laws of such foreign country.—*Packages.*

Live Babies for Demonstrations

The "photographic" baby is a familiar figure in many advertisements, but the makers of "Vanta" underwear are ambitious to use live babies in the demonstrations they are giving in various department stores. The card announcing the demonstration invites ladies to inspect the "Vanta" goods and also to bring their babies for a lesson in the correct art of dressing and undressing an infant.

Street Railways Advertising Co. Announces Changes

The following changes in connection with the Street Railways Advertising Co. are announced:

J. S. Ridenour, formerly editor of *Judicious Advertising*, and later engaged in copy and plan work for Lord & Thomas, is now in charge of copy and service in the Minneapolis office of The Street Railways Advertising Co. Joseph Burrall, for over twenty years advertising and sales manager for Samter Bros., Scranton, Pa., has recently been placed in charge of copy and service at Pittsburgh.

H. B. Leachman, formerly with Lord & Thomas, and later assistant publisher of the *Chicago Examiner*, will join the Street Railways Advertising Co.'s forces March 1. His headquarters will be in Chicago.

John Francis Hurst, for several years with Lord & Thomas, is now Western manager of the national plan department, headquarters, Chicago.

St. Clair Couzens has resigned from the foreign department of the *Chicago Journal* and has entered the national sales department, headquarters, Chicago.

E. E. Sheriden, formerly executive head of the copy department of Lord & Thomas, is now head of the copy department of the Street Railways Advertising Co.'s Chicago office.

Successful Bakery Campaign in Baltimore

The new Schmidt Bakery, one of the three branches of the City Baking Company, of Baltimore, has just concluded an advertising campaign which the company says resulted in bringing 75,000 visitors to the bakery in seven hours.

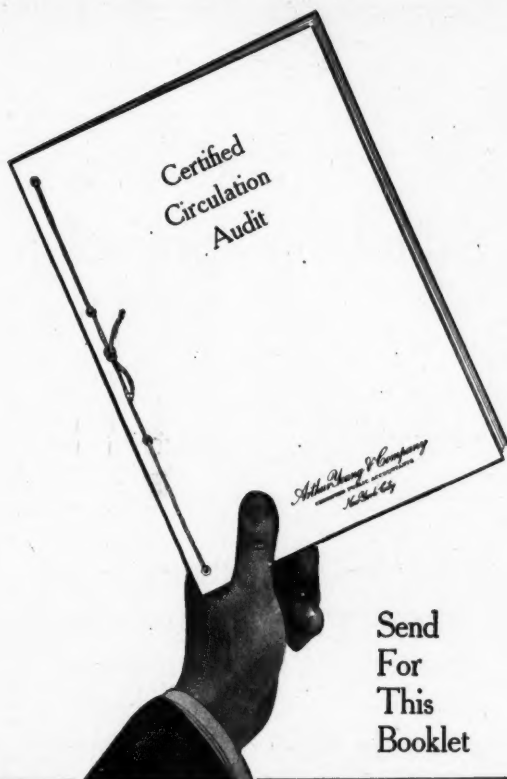
The first seven days of the campaign were given over to "teaser" ads scattered through the *News*, *Sun* and *Star*. The last of the "teasers" was an "I Am a Bakery" ad which was followed by three page ads telling what the campaign was all about.

After the bakery's opening day, a 1,000-line "Thank You" ad was run. It showed a portion of the big crowd which had visited the bakery.

The campaign was in charge of the George A. Deatel Advertising and Selling Service, Baltimore.

Can Collect for an Ad Printed Sunday

Judge Grimm decided, February 16, in favor of the St. Louis *Post-Dispatch* in a suit against George Kempland to collect \$106.30 for an advertisement printed in the Sunday edition. Kempland had refused to pay the bill, contending the newspaper could not recover for an advertisement in the Sunday edition, because the contract was a violation of the Missouri law against labor on Sunday. Judge Grimm, in making the ruling against Kempland, followed an opinion handed down by the St. Louis Court of Appeals in a similar case.



Send
For
This
Booklet

The Open Door

Every manufacturer who wants the inside certified facts on the circulation of the

RAILWAY AGE GAZETTE

should send for this audit.

It is there with solid facts; it tells a big live story on concentrated circulation; it shows you just the men you reach when you use the advertising pages of the **Railway Age Gazette (Weekly)** and the **Railway Age Gazette, Mechanical Edition (Monthly)**. A request letter is the latch-string; one tug and you have "The Open Door."

Simmons-Boardman Publishing Co.

New York
Woolworth Building

Chicago
Transportation Building

Cleveland
Citizens Building

The Autobiography of a Stingy Man

by one who is proud of the
fact.

The first opportunity to get
a stingy man's views and
his reasons for being stingy.

A side light on the cost of
living, and doing business.
In the March Number
of the

American Magazine

LEE W. MAXWELL
Advertising Manager

Mailing Cards as Seen by Railway Clerk

He Describes Some Things that
Happen to Pieces en Route—
Interesting Sidelight on Proper
Sizes—Fastenings Least Trouble-
some—Paper Stocks Put to Hard
Test

By Carl Hunt

THE advertising man can well ask himself, "To what extent shall I consider the convenience of the mail clerk in planning my mailing cards?"

The question should have to do especially with the problems of size, fastenings and texture or strength of paper. Of these, size is the most important. The size has much more to do with the condition in which the mailing card reaches its destination than either of the other two, and even enters—at least to a considerable degree—into the promptness of delivery.

I number among my acquaintances a railway mail clerk, and he has several times talked with me concerning what he says is the total disregard of the conditions under which mail matter is sorted and carried, and he believes that advertising men, for their own best interests, could often use sizes more convenient to handle in the mail service.

"If an advertising man," he said, "could ride with me out of Cleveland some busy night, he would see that advertising matter should, in every case where this is possible at all, be brought down to the size of a No. 10 envelope. Matter of that size can easily be thrown into the sorting boxes, and when it is of the right size it is handled, in all particulars, as quickly and with as much care as first-class matter.

"On the other hand, the bigger cards and folders are harder for us to handle, and they cannot possibly have as good attention. To get a larger piece into the pigeonholes, it has to be folded. If there are comparatively few of them, we do it this way sometimes. If the number of pieces is large, the mat-

ter goes into the sacks and has all sorts of nuts and bolts and what-not tossed on top of it.

"Sorting into the sacks takes longer, too, and is harder. For this reason and because there is more likely to be a complaint against slow delivery of a first-class letter than a piece of advertising matter, if anything has to be put aside temporarily, it will usually be the big matter that has to go into the sacks. If we land at the end of the run with work undone, the matter we have not handled is of this type oftener than any other.

"It is not wise, either, to use the size of the pigeonhole—larger than a No. 10 envelope, considerably—as a guide, because all matter which goes into these pigeonholes has to be tied in bundles. If the mailing card is either much wider or much longer than the rest of the matter in the bundle, the string breaks the edges or even cuts deeply into the card. The package tied up, as a rule, is not larger than a No. 10 envelope. Of course, we do all we can to protect mail matter, and a part of the time, no doubt, odd sizes still small enough to get into the pigeonholes are delivered in pretty good condition. But in spite of all we can do, there is often damage to matter of this size, which is increased by the time the carrier from the local post-office has delivered it, or the postmaster in the village has folded it to go into the post-office box.

ADVISES AGAINST METAL CLIP

"As to the manner of fastening a folded card, the metal clip is about the poorest way of all. Some time there will be a regulation against the use of at least some of the types of clips now employed, and that regulation will be quite as much in the interest of the man who pays for the printed matter as the mail clerks who have to handle the stuff. Such pieces cling together and are so hard to separate at times that in the rush of getting the work out, edges are torn and clips come off. A mail clerk must handle thousands of pieces of matter, and he

has no time for painstaking separation of poorly fastened matter. We can only do the best we can, as human beings rushed to the limit and vexed with an inconvenience that could hardly be made greater if the man who designed the stuff were studiously trying to make it inconvenient.

"A folder made so that a flap sticks into a slot will not usually give trouble. Very often, too, very convenient matter to handle is fastened with gummed stickers, and I know of a food manufacturer who uses a small gummed label bearing his trade-mark in colors for this purpose. I'm no advertising man, but if the attractiveness of the thing has much to do with it, this sticker helps the folded mailing cards very much.

"In regard to the weight, or texture, of the paper, it is really surprising, sometimes, to see what pretty printing is done on paper that will not fold without breaking the coating. Occasionally, when we must fold such a piece of matter, I wonder if the man who printed it had any thought at all of what would happen to it before it reached its destination. Delivered on his desk by the printer, all bright and pretty, he no doubt was proud of the folder. But when it has been folded for a pigeonhole, or tossed into a mail-sack with other matter of varying sizes and weights on top of them, it is quite another mission it gives.

"I believe that a very good plan would be for advertising men generally to establish the habit of looking over such matter as it comes into the offices where they work. Starting with the thought that the mail service was just as careful as conditions will warrant—which is always a fair presumption, I am sure—let him then try to find why this or that damage was done, and whether a difference in size, kind of paper or type of fastener would not have made a difference in the case of the piece that came through in bad shape.

"No one supposes that all mailing cards can be of the smaller sizes that will get them the best

of attention. But I am sure that there are many cases where larger sizes are used needlessly, and I am also certain that in many cases where the larger sizes must be used, closer attention to the kind of paper selected would be of great benefit."

POST-OFFICE CAN GIVE ADVICE

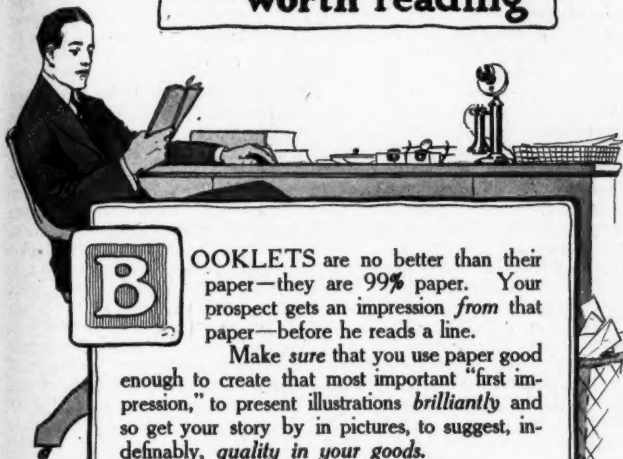
Supplementing this with some experiences of my own, especially in relation to the fastener, I may say with profit to those who have not gone carefully into the fastener question that consultations with the local post-office are often of great value. Recently I wanted to mail a sixteen-page booklet without an envelope, but had too much regard for it to use a metal clip. At the post-office there was some doubt as to the use of a gummed sticker until I suggested that this would be easier for the mail service than the metal clip, which I had an undoubted right to use.

"But even if I pass it here," suggested the official with whom I talked, "it would still be up to the postmasters in various other places, where the matter will be delivered, to determine whether the contents can be examined without the use of an instrument. If they decide this to the contrary, the person receiving the booklet will have to pay postage, and the sender certainly can never afford to run such a risk as that."

Later we found the way—by the use of a mailing permit in place of a postage stamp. The receiving postmaster then had official knowledge that the office of origin knew it to be proper for third-class mailing. We never heard a complaint.

I mention that incident merely as an example of how well it pays to talk things over with the local post-office, for it is only one of many cases in which I have profited from such a practice. The local post-office is usually more than willing to have an opportunity to advise in such matters. The men are usually glad for the chance, for many of the suggestions make the mail matter easier to handle.

"It looks
worth reading"



B

BOOKLETS are no better than their paper—they are 99% paper. Your prospect gets an impression from that paper—before he reads a line.

Make sure that you use paper good enough to create that most important "first impression," to present illustrations *brilliantly* and so get your story by in pictures, to suggest, indefinitely, *quality in your goods*.

LUSTRO PAPER

A Warren Standard

—a high grade of lustrous, coated paper—does that. The value of its perfect uniformity of surface is shown by the detail brilliancy of its prints, in its delicate vignette effects; and printers find that its use cuts down press-room expense and troubles. Lustro adds dignity to print—adds clearness. Can a fractional saving, through inferior paper, balance what you lose through neglect of your booklet?

Send for Specimen Sheets



Tell us the nature of your printed matter and we will send specimens of other Warren Standard Papers. You'll find valuable suggestions for color effects, typography and choice of paper. Sent free if requested on your business letterhead.

S. D. WARREN & CO.

163 DEVONSHIRE ST.,

BOSTON, MASS.

*Manufacturers of the best in staple lines of
Coated and Uncoated book papers.*

Pelletier's Idea of Copy That Sells

Calls it "Market-Square English" and Doesn't Pretend That it is Literature—Isn't Afraid of Four or Even Eight Thousand Word Ads—Wonder-Working Double Pages in Newspapers

THE full-page Lozier automobile page, here reproduced, appeared in the Chicago Tribune Thursday morning January 29th, during the Automobile Show Week. It was written by E. LeRoy Pelletier, formerly advertising manager for the Ford, E-M-F, Studebaker and other interests and now advertising counselor for the Maxwell and the Lozier.

The same day Mr. Pelletier addressed the Advertising Ass'n, of Chicago, at its rooms after luncheon, on the subject: "Advertising, the Machine-Tool of Advertising." Mr. Pelletier said in part:

"Some people have wondered at

the style I long since adopted in my automobile advertising. It is written in what I am pleased to call 'market-square English'—it isn't literature and I make no bones about it being literature.

"We all of us laugh some times at circus advertising, but I wonder if you appreciate what a hard proposition the circus advertising manager has, when the show costs \$5,000 each performance and he must get the crowds out whether it rains or not. You know the style he uses in his copy. It has the wallop. It calls for immediate action.

"My contention is that the same style of copy which appeals to you and me and the other fellow (we all go to the circus) is good for selling anything, automobiles along with the rest.

"My contention is that we are really a commercial and manufacturing nation. And, being such, matters of moment in the manufacturing and commercial world, even though they do not immediately touch our own business,

are of immense interest to us.

"I took it for granted, for instance, in this morning's ad that the public is interested in the relative merits of four and six-cylinder automobiles. And we will read the facts when presented in an advertisement quite as readily as when presented in the news columns; and twice as readily if the style in which the advertisement is written is entertaining, has the punch, is not too labored and gives the reader a chance once in a while to catch his breath and perhaps have a good laugh at intervals.

"It doesn't matter whether the advertisement is long or not. My advertisement in the paper this morning contained

Well, You'll Have to Admit It Was a Good Imitation of a War While It Lasted

—Referring, of course, to the recent "war" between "Four" and "Six" you've heard so much about in frenzied ads—and which ended so disarmingly at the New York Show by the ignominious routing of the "Sixes"—by each other!

It Says Was Fierce—Harken, Motors!

LOZIER

Light Four, \$2100

Light Six, \$2500

"The Choice of Men Who Know"

BIRD-SYKES COMPANY, 2022 Michigan Avenue

LOZIER MOTOR COMPANY, DETROIT

ONE OF PELLETIER'S 4,000 WORD ADS

about four thousand words. I've run in times past double-trucks with twice that amount of reading matter.

"If your reader is rushed to the limit, he won't read your advertisement anyway, and if he has time and your copy is entertaining as well as commercially instructive, he'll read four thousand words quite as easily as one hundred. At least that is the way I have found it to work out.

"This is the type of copy that makes quick returns in the circus business and also in the advertising business, where there have been a thousand failures to one success, due chiefly to the fact that, though manufacturing problems have been solved, the selling problem has not been solved and the machines accumulated in such a way as to be tragic.

"Suppose Henry Ford's cars did not move with his production at the rate of 1,200 a day. It wouldn't take many days for him to have a few million dollars worth of unsold cars on hand and

that would spell failure in no time.

"It is possible to make the results of advertising perfectly certain. I've known double-trucks run simultaneously in the big papers all over the country, not only to sell \$19,000,000 worth of automobiles, but also to build up a selling organization when none whatever had existed the day before."

Mr. Pelletier said he did not consider advertising either art or a science or a profession. Rather it is a job, a selling job; and the money paid for advertising is not an expense but an economy fund.

He went on to draw a simile between machine-tool manufacturing methods, with their sure and economical results, and advertising, as the machine-tool of the selling field, with its equally certain results.

Prof. Jesse Beery, of Pleasant Hill, Ohio, is using fairly large space to advertise a system of horse training and handling which can be learned by correspondence.

HELLER - BARNHAM

COMPLETE ADVERTISING SERVICE

ESSEX BUILDING

NEWARK, N. J.



¶ The fact that our clients—making widely varying products—have attained strong foundational success, must imply that our service is conducted to meet *individual* needs. We invite your interest as to what our agency may offer *you* particularly.

Protection in the Use of "Geographical" Trade-mark

THE claim of Julius Kayser & Co., to the exclusive use of the word "Italian" in connection with silk underwear, as against the Italian Silk Underwear Company, has been upheld by the Appellate Division of the Supreme Court of New York. It was shown that the word has been continuously used by the Kayser concern and by its predecessor since 1893, and had been registered under the ten-year clause of the trade-mark act. Neither of the parties to the suit used Italian silk, or employed Italians in the manufacture of the goods. The case was decided upon two points; first, that the word was registerable as a trade-mark because it had been exclusively used by the same concern for more than ten years prior to the application for registration, and second, that it had acquired a secondary meaning as signifying the goods of Julius Kayser & Co. Upon the latter point the court said:

"It appears conclusively in the evidence that the word 'Italian' as applied by the plaintiff to its goods has acquired a secondary or fanciful meaning, or, as is expressed by certain witnesses, who are buyers for large concerns, it is a by-word. It does not mean, and is not understood to mean by those selling or purchasing the goods, that the underwear marked by it was manufactured in Italy or by Italians, or that the silk of which the underwear is composed was produced in Italy or imported therefrom. It is the evidence that no silk for the weaving or manufacture of such underwear is brought to this country from Italy; that neither the plaintiff nor the defendant uses such silk in the manufacture of underwear produced and sold by either of them. The silk used by the plaintiff is Japan silk of high quality; the underwear is woven by the method employed in the weaving of silk gloves, and is of high quality and runs in price from \$24 a dozen

to \$300 a dozen. The articles manufactured and sold by the defendant are produced from a lower grade of Japan silk and are sold from \$11.50 a dozen to \$100 a dozen. The plaintiff manufactures and sells a cheaper grade of goods, but to these is never attached the mark 'Italian,' which is reserved exclusively for articles manufactured from the best of Japan silk. That word is known to the trade and purchasing public as identifying the silk underwear as that manufactured by the plaintiff and as indicating its quality."

It should be noted that the protection granted was carefully qualified. The court does not say that it would uphold the Kayser concern in the exclusive use of the name as against a concern which actually manufactured underwear in Italy or from Italian silk. The protection in this case is simply "as against the defendant."

Manley, Commissioner of Omaha Clubs

Robert H. Manley, president of the Omaha Ad Club the last year, has been elected commissioner of the Omaha Commercial Club, to succeed John Guild, who has taken a similar position in Dayton, Ohio.

Mr. Manley has been advertising manager of the Brandeis Stores for seven years. Before that he was with the *Chicago Tribune*.

Frank C. Buila, publicity manager of the Northwest group of Bell Telephone Companies, has been elected president of the Omaha Ad Club to succeed Mr. Manley.

Doctors Held on Charge of Using Mails to Defraud

The latest development in the St. Louis war against the quacks, was the arrest Feb. 16, of Dr. David Davison and Dr. Charles Adams, who, under the firm name of S. D. Davison & Co., conducted a "Museum of Anatomy." Post-Office Inspector S. O. Wynne, swore out the warrant. The firm, it is alleged, secured patients by circulating advertising through the mails of a fraudulent nature. A specific instance was, of course, charged.

Lesan Secures Standard Type- writer Account

The H. E. Lesan Advertising Agency has secured the account of the Standard Typewriter Company, Groton, N. Y., manufacturers of the Corona Folding Typewriter. It is announced that a large list of standard magazines will be used.

The Services of a Trained and Capable Man Are On the Market

I have been Advertising Manager of one of the largest corporations in the country. This company ranks among the leading national and international advertisers.

Sales manager of a smaller but first rate company merchandising a somewhat different line. This position I have just left.

I have had large responsibilities and broad experience. You will find that I possess executive and sales ability, imagination and an unusual capacity for work.

It is my desire to become connected with the merchandising end of an enterprise offering those real opportunities for successful accomplishment which every good man seeks.

The gentlemen whose names are below will tell you of my ability, record and personal fitness. I am ready to go to work immediately.

Address, "G. R." Box 159, care Printers' Ink.

Refer to

Mr. J. N. Gunn
Gunn, Richards & Co.
41 Wall St., N. Y.

Mr. A. C. Barrell
Lesan Advertising Agency
440 Fourth Ave., N. Y.

Mr. J. Mitchel Thorsen
Metropolitan Magazine
432 Fourth Ave., N. Y.

Philadelphia Plans to Advertise

With the view of giving Philadelphia country-wide publicity as to its attractions as a convention city, initial steps were taken last week by the members of the Philadelphia Hotel Association. City councils will be asked to make an appropriation of from \$50,000 to \$100,000 to be used in publicity.

At the meeting of this hotel association held in the Bellevue-Stratford Hotel, it was pointed out that Philadelphia abounds in spots of historical interest, that the city is adjacent to the best number of seashore resorts in the country and for these reasons is admirable as a convention city and will be more so through the Parkway and the Convention Hall, to be constructed.

Newspaper advertising, followed by a booklet boosting the many points of national importance which this city has, its hotels, theatres, halls and parks will, it is thought, send many conventions to Philadelphia, which would otherwise go to some other city with less attractions.

It is the contention of the local hotel men that recent additions to the hotel accommodations of Philadelphia have fulfilled one of the things that previously were a setback to conventions.

New Capehart Agency Recognized

Capehart's Maiknown Methods, Inc., New York, has just been recognized by the American Newspaper Publishers' Association.

Charles Capehart, formerly with J. Walter Thompson, formed a corporation in January under the laws of the State of New York with a capital stock of \$25,000 fully paid in, and began placing business direct to the newspapers and magazines February 1.

The new corporation is handling and placing the advertising for: Johnson & Johnson; Jacob Ruppert Brewery, "Knickerbocker Beer"; Neverslip Mfg. Company; William A. Brady, Shubert and other theatres, etc.

The total business is stated by Mr. Capehart as amounting to about \$600,000 a year.

The members of the new firm are Charles Capehart, president; John J. Carey, vice-president; and C. H. Freudenthal, treasurer.

Advertises Its Free Expert Service

The Pleaslee-Gaulbert Company, Inc., of Louisville, Ky., is advertising "Pee Gee Flatkoatt" for walls and ceilings. In newspapers over the name of an exclusive local dealer. The copy is illustrated with half-tone pictures of public and private buildings, schools, churches, theatres, etc., in that locality which have been finished with Pee Gee Flatkoatt. An offer is made that plans and practical suggestions for decorating walls and ceilings will be furnished free by expert decorators. This free service is described in an illustrated plan book entitled "The Modern Method of Finishing Walls," which is sent free.

Carnegie Company's Steel Tie Argument

The Carnegie Steel Company, of Pittsburgh, is using trade publications to advertise its steel cross ties for railroads. Although the steel ties are used throughout the Union Railroad, running from Pittsburgh to Conneaut, O., and are said to have proved satisfactory, the Carnegie Company does not ask the railroads of the country to use steel ties to the exclusion of all other kinds. However it does recommend that steel ties be used under certain conditions as is shown by the following excerpt from the Carnegie copy:

"For some purposes, wood ties are perhaps the most expensive ties used. For example, at water stations, where they become water soaked, early decay is the result; and at ash pits or other places where locomotives stand for long periods and hot cinders fall upon the track, they are damaged and sometimes destroyed by burning.

"These difficulties can be immediately and economically remedied by using steel ties. In addition to having a much longer life than wood, steel ties have a scrap value at the end of their usefulness of approximately one-third of their original cost."

"Buttonless" Night Wear on the Market

E. Rosenfeld & Co., of Baltimore and New York, are advertising their new buttonless pajamas and night shirts in trade publications.

Rosenfeld & Co. are makers of the "Faultless" line of clothing. In a recent page advertisement this concern said: "The very last word in bedtime comfort comes from the home of Faultless night wear. You can well imagine its comfort. Slips on easily over head. No buttons to button—no buttons to unbutton. Every Faultless feature you already know favorably plus the no button idea! The Buttonless is the latest evidence of the want-to-please spirit that results in ever new convenience features."

Attractiveness of Package the Copy Feature

"Witching Hour" is the name of a new chocolate that is being advertised by Hagley, Inc., of Chicago. The copy, which measures 100 lines by three columns, is illustrated with a large picture of the package, which is being depended upon to attract the attention of candy buyers. It is described as a beautiful, flesh-tint box, embossed in gold, tied with champagne ribbon.

Burke in New York for "Public Ledger"

Hugh Burke, until recently assistant advertising manager of the Philadelphia *Public Ledger*, has been transferred to the New York office of that newspaper, succeeding E. C. Cavanaugh. Williamson Taite has been appointed to the position vacated by Mr. Burke.

COLLIN ARMSTRONG

INCORPORATED

Advertising & Sales Service
115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

WANTED:

Assistant Space Buyer

A New York advertising agency requires the services of an assistant to the space buyer. This is a good chance for a young man who is intelligent enough to realize on his opportunities. The applicant should state his experience, salary expected and in general give us an idea of who he is. Address, A. S. B., Box 158, Printer's Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 26, 1914

Publishers and Advertisers Should Make Common Cause

Publishers who are awake to the quite imminent danger of a drastic increase in the rates for second-class mail matter—and what publisher is not awake to it?—will find food for thought in the following letter from Congressman Moon, chairman of the committee which is holding hearings to consider the proposed increase. As previously pointed out in PRINTERS' INK, this is a matter affecting not only publishers but also advertisers and advertising agents, for such radical measures as are being talked of would upset the entire advertising industry.

COMMITTEE ON THE POST OFFICE AND POST ROADS
HOUSE OF REPRESENTATIVES UNITED STATES

WASHINGTON, D. C., Feb. 17, 1914.

Editor of PRINTERS' INK:

I do not know that I have said anything about the "standpat" attitude of publishers in reference to the rate on second-class mail matter. I think, however, I may have said that they should realize the injustice of asking the Government to pay so much while they are paying so little towards the transportation of their matter. The disposi-

tion of this question will not come up for some days. I prefer not to discuss the matter except before the committee when it comes up. My attitude has always been one of friendliness towards the papers, and is yet, I believe that I was the only member of the Post Office and Post Roads Committee who opposed the Loud bill when it was up; but I have felt that it was an injustice to the public that the publishers were not willing to make some concessions in view of the great benefits they have been getting under second-class matter.

However, this is a matter that we will take up and thrash out when the committee meets. I have no idea what the committee may do in regard to the question.

JOHN A. MOON.

P. S.—I do not favor increasing the rate on daily or weekly papers. I may favor an increase on magazines.

The important part of the letter is the postscript. We have heard persistent rumors, from one point and another, that this idea is growing in favor among members of the committee, and that the result of the hearing would probably be a bill which would attempt to discriminate between "magazines" and other periodicals.

When the bill was passed compelling newspapers to publish sworn statements of circulation, but exempting magazines, PRINTERS' INK condemned it as class legislation. Now that the shoe is on the other foot, and monthly publications are in danger of being discriminated against, the same objection applies. We think legitimate publications of all kinds will have to make common cause in opposing unjust legislation, and it was significant to note that at the hearings before the committee, reported in last week's PRINTERS' INK, such men as Don C. Seitz, of the New York World, Charles T. Root, of The Dry Goods Economist, Cyrus H. K. Curtis, of the Curtis Publishing Company, and E. T. Meredith, of Successful Farming, representatives of widely separated interests, pleaded the cause of the entire publishing industry. None of those men cared to become the recipient of a Government subsidy at the expense of any group of his fellow publishers. PRINTERS' INK, a weekly publication, certainly does not desire to benefit by an injury to its esteemed monthly contemporaries.

On the whole, we are inclined to believe that the sober judgment of Congress, in the Senate if not in the House, will prevent any radical action which would seriously affect the prosperity of a whole industry, as an immediate doubling of the postage rates would do. There has been no noticeable tendency in the present Congress to indulge in slap-dash legislation. When sugar was placed on the ultimate free-list, a period of four years was interposed during which refiners might readjust their affairs to meet new conditions. The first draft of the currency bill was objectionable to most bankers, but there was little disposition to force it through willy-nilly, and the measure as modified and as finally passed seems to give pretty general satisfaction. In the present Administration bill prohibiting interlocking directorates, a period of two years is prescribed to permit necessary readjustments.

Just now, however, it looks as though the House committee has failed to get the situation in quite the proper perspective. And this is the time for publishers to hang together if they wish to avoid any possibility of hanging separately. The temper of the committee is made clear in the following letter from Mr. Curtis:

Editor of PRINTERS' INK:

I have your letter of February sixteenth in which you ask whether I do not think the time has come for the publishers to recede from their "stand-pat" attitude on the second-class postal matter. We have never been asked to compromise on the rate, and would not as long as the Postal Committee refuses to consider the question of putting the Post Office on a business basis, whereby they could transport second-class mail at one cent a pound, as any private concern could do with a business of the magnitude of the United States Post Office. The publishers have repeatedly pointed out how it could be done by introducing years ago the Penrose-Overstreet Bill, and in later years the same bill, renamed the Carter-Weeks Bill. Congressmen, however, never gave these bills a thought, and we have never heard one word from them as to the efficiency in the management of the Post Office; but the question that was put to us and to Mr. Root, of *The Dry Goods Economist*, was "How much are your profits?"

If the publishers stand pat on the one-cent rate, it is because they believe an increase unnecessary and not justi-

fied. The only reason given for an increase in the past has been a deficit in the Post Office Department, and now there is a surplus.

CYRUS H. K. CURTIS.

What Is "Net Worth" of a Business?

That the results from an advertising appropriation are as uncertain as the weather or a political horoscope is the opinion expressed in an address before the Minnesota Society of Public Accountants, by Edgar C. Salvesen, secretary of the society. Mr. Salvesen was endeavoring to reply to an editorial in PRINTERS' INK for December 25, entitled "Advertising on the Balance Sheet," in which we had quoted Thomas J. Barratt, managing director of Pears, Limited, in support of the contention that part of the money wisely invested in advertising might properly be regarded as an asset. Mr. Salvesen not only maintains that we are wrong as regards advertising being an investment, but recommends the segregation in a separate part of the balance sheet of such items as trade-marks, franchises, licenses and patents. With the latter contention we are entirely in accord, not because trade-marks and patents represent value which is entirely "problematical," as Mr. Salvesen asserts, but because they represent a *different sort of value*.

Interest in the subject on the part of a society of accountants is a hopeful sign, even though it results in a condemnation of the proposal to regard advertising as anything but "expense." Mr. Salvesen includes in his remarks a definition of a balance sheet which contains, we think, the germ of his own refutation. He says: "A balance sheet is an expression of opinion regarding the assets and liabilities of a business at a specific date, bringing out the net worth of said business to its owners, be they partners or stockholders."

Now it is quite evident, it seems to us, that the "net worth" of any business to its owners is its ability to *earn profits for them*, if they intend to continue in it, or the price they can get for it if they

intend to sell out. In the latter case it is generally agreed that it is proper to increase the assets by a certain sum, calculated upon a basis of the average net profits for a term of years, which sum is designated by the title of "good will." Does this good will instantly spring into being upon the decision to sell the business, and if the owners change their minds and decide *not* to sell, does it as instantly vanish? What is the value of an opinion (in balance-sheet form) which denies the influence of good will as a profit earner for its present owner, and at the same time admits its power to earn profits the moment it is transferred from one ownership to another?

Here are two concerns: both are capitalized for a million dollars, and the tangible assets and liabilities of both are practically on a level. One earned profits of 10 per cent on its capital stock last year and is going ahead. The other earned but 5 per cent and is falling behind. One is capturing the market as the other loses it. What should we think of "opinions of their net worth" to their owners which represented them as of equal value?

PRINTERS' INK is not an accountants' journal. It is aware that there are very serious difficulties in the way of the man who would work out an equitable system of representing advertising (potential good will) on the balance sheet, and it does not attempt to discuss the problem from the technical standpoint. But it does seem to us that there ought to be some method of relating the fluctuations of the advertising appropriation with the increase or decrease in the profits over a term of years, and of finally arriving at a standard by which the efficiency of advertising already done might be judged.

It certainly does seem advisable to separate this item from the rest of the balance sheet, as Mr. Salvesen recommends with respect to trade-marks and patents. But a balance sheet which is a thoroughly *reliable* "opinion of the net worth of a business" ought to in-

clude good will in some form if in fact it exists.

"Luring" the American Farmer When one speaks of advertising as a "lure" it has a sort of sinister sound, as of a snake in the grass or a second-story man on a tin roof. But when we come to think of it, pretty nearly all advertising is alluring, in the sense that it is trying to get somebody to do something he hadn't thought of doing.

The lobby commission of the Senate, at Washington, has been riding full tilt against some of the advertising of the Canadian Government. We read of dastardly attempts to "lure American farmers across the border," in terms whose bitterness could hardly be exceeded had Canada been guilty of a wholesale kidnapping expedition. It is Congressional oratory, of course, of a second-rate variety, but why not be fair about it and include some remarks upon the practice of "luring" Canadian citizens to purchase Florida plantations and Oregon apple orchards? Are not some American talking machines, and cameras, and paints, and electric motors, and soda crackers advertised in Canadian publications? Is it not possible that some worthy citizen of Toronto or Ottawa has been "lured" into spending his surplus to buy an American motorcar?

Truly it is a sad state of affairs—this luring of the innocent and the guileless. We see no remedy save a Governmental Commission for the Prevention of Living Beyond One's Means. Will some solon kindly draft a bill?

Cherington to Head Course in Providence, R. I.

The Town Criers of Providence, R. I., have started a course in advertising under the direction of Professor Cherington, of Harvard University.

The subjects to be taken up by the club are as follows: "Analyzing a Market," "Analyzing a Commodity," "Building a Message," "Getting a Message Across," "After the Advertising Begins to Work," "The Indirect Returns from Advertising," "Trade-marks," "Advertising and the Cost of Doing Business," "The Advertiser and the Maintained Price," and "Is Our Advertising Doing Its Work?"

Selling Space by Confidence

LIFE has the smallest staff of space salesmen of any magazine of recognized position.

A predetermined policy of offering advertisers a paper in which readers have confidence and a circulation which just grows because readers want it, has built a value so strong that we are enabled to sell LIFE'S space by confidence.

LIFE-like, this space-selling policy, is different.

In no like period since January 1st has LIFE booked more new accounts—practical proof that agents and advertisers have confidence in LIFE'S methods and value.

While there's LIFE there's success.

Ge. Bee. Are.

LIFE'S Advertising Manager, West 31st Street, No. 17, New York
B. F. Provandie, Western Manager, Marquette Building, 1537, Chicago

Testimony in Price Maintenance Inquiry

Retailer and Representatives of Their Associations Take the Floor before Judiciary Committee of the House—The Excuse of Quantity Prices—Effect of Chain Stores on Independents

Special Washington Correspondence

LET the manufacturers fix retail prices or else devise some system of Governmental control which will put a stop to price cutting. This is the sentiment which appears to underlie much of the testimony submitted by manufacturers and retailers alike at a series of hearings now in progress before the Committee on Judiciary of the House of Representatives. The hearings are ostensibly upon the trust legislation now pending but their scope is being extended to embrace almost all phases of manufacturing and merchandising, with numerous sidelights upon the advertising and promotion work essential for wholesale and retail distribution.

J. R. Moorehead, of Lexington, Mo., National secretary of the Retail Merchants' Association of the United States, was a witness with the purpose of acquainting Congress with the retailers' view-point. He said in part: "A great aggregation of capital, a great mail-order house or a great manufacturing institution can, by its methods, absolutely destroy its small competitors and the small competitors have no remedy. One of the principal methods is the publication of misleading and untruthful advertising. Another is a discrimination in price, to an extent that the little man could not hope to meet the price of the large buyer.

QUANTITY PRICES

"We understand very well that there should be a discrimination in price between the man who can buy large amounts of any item and the men who can not buy such large amounts, but that difference should not be so great as to amount to a profit of a total of

the gross profit of the little man. And we would like to see honesty in advertising.

"The manufacturer may be intimidated into selling his goods to a large distributor by having it said to him: 'You must sell us these goods at such a price or we will make them ourselves.' What is the result? The big buyer gets a tremendous advantage over the little fellow." Then he went on to argue for the right of retailers to give publicity, without fear of running afoul of the Sherman Act, to trade practices supposed to be detrimental to their interests. Asked for a specific instance of the sort of competition it is desired to combat Mr. Moorehead said: "There has existed since the Civil War a large sash and door factory in the Middle West. Call this jobbing house Jones, Smith & Co. Some eight or ten years ago that business passed to the younger generation of the family which owns the original business. The members of the family conceived the idea that they would operate a mail-order house selling direct to the consumer out of the office through which they are selling to the retail merchant, and they established such an organization. In order to get a name under which they could operate in the same office, they took the middle names of the young men who were going to operate the mail-order house and gave the names to it. They were operating a business, selling to the retailers throughout the country and the jobbers, and from the same office selling to the consumer under the young men's names, using such advertising matter as this: 'We own our own timber lands; we manufacture our logs into lumber; we make the lumber into doors and windows; and we sell direct to the man who uses them.' Yet in a case in court one of the proprietors testified under oath that the timber lands they own have never been logged. We would like to be able to tell the truth about our competitors. We would like to have a law permitting us to do that."

Misleading advertising was also assailed by Mr. Barry of the Retail Merchants' Association. He said: "If you will pick up a periodical you will see advertising where they say: 'We will save you fifty per cent over your local dealer's price.' Take the case of a certain company which makes houses. In all their advertisements they say they save so much over the local dealer, and they say they have mills in Oregon and states like that. I got a report from Dun's on that company. It showed that \$40,000 of the assets of that company were in patents and the remaining \$15,000 were in various odds and ends, anything but liquid assets. And yet they are selling these houses, and they say they will save you so much and ship them direct from their own mills."

Chairman of the committee: "How would you prevent those people from thus offering their goods? You would have to have some bureau to which the advertisement would have to be sub-

mitted and have it censored that way."

Mr. Barry: "There would certainly have to be some tribunal to pass on that."

The chairman: "Are you going to make it a crime for a man to advertise his goods decently, to say he is selling his goods lower than the local merchants; is that what you want?"

Mr. Barry: "If he misleads them I do not see why, just as if you were to pass a counterfeit."

RETAILER ON PRICE PRACTICES

James F. Finneran, of Boston, appeared in the capacity of president of the National Association of Retail Druggists. Said he: "We are troubled very much by what we call unfair competition through a line of stores commonly called chain drug stores. For 15 years we have believed that the sort of competition brought against the small man by these so-called cut-price stores was unfair. In advertising they

Statement of
Circulation

January
Number



THE LAWYER'S MAGAZINE

List of Paid Subscribers by States

Alabama	185	Iowa	592	N. Hampshire..	71	Tennessee	189
Alaska	24	Kansas	267	New Jersey....	142	Texas	460
Arizona	92	Kentucky	238	New Mexico... 98	Utah	179	
Arkansas	287	Louisiana	262	New York.....	833	Vermont	94
California	730	Maine	184	No. Carolina..	269	Virginia	212
Colorado	254	Maryland	132	No. Dakota....	197	Washington ..	564
Connecticut... 91		Massachusetts..	312	Ohio	513	West Virginia..	171
Delaware	10	Michigan	283	Oklahoma	399	Wisconsin	317
D. C. (Wash.)..	155	Minnesota	325	Oregon	262	Wyoming	101
Florida	156	Mississippi	339	Pennsylvania..	444	Philippine Isl..	171
Georgia	489	Missouri	343	Rhode Island..	57	Porto Rico....	68
Idaho	218	Montana	288	So. Carolina... 148		Foreign	149
Illinois	705	Nebraska	509	South Dakota..	189		
Indiana	407	Nevada	61				

Total Paid Subscriptions 14,233

Cash Sales Jan. Number 102

Total Unpaid Circulation 1,545

(Sworn to
Jan. 19, '14)

Advertising Agencies 454, Advertisers 80, Dealers 94, Com-
pensation 59, Contributors 282, Branches 70, Salesmen
166, Office 89, Magazine Exchanges 126, Newspapers 125.

15,880

Published by THE LAWYERS CO-OP. PUBLISHING COMPANY, Aqueduct Building, Rochester, N. Y.

claim that they are enabled to buy goods in large quantities and thereby are enabled to undersell us. It is a fact that no one to-day actually knows the bottom price on many commodities which are sold in the drug store. There is a supposed retail price, but the public does not know what the retail price is because the price printed on a package indicates absolutely nothing to the public. There are all sorts of rebates given.

"I am a retailer in the city of Boston and have 34 employees in my store, so you will understand that I have a fairly large business, and I am frank to say that we get rebates. But the question in our minds—and I think it is in the mind of every merchant—is, what is the price, after all? We use the slang expression, 'gunning around' from one wholesale house to another and from one manufacturer to another in order to find out if possible what is the best price at which we can buy certain goods. Now, our point is this: Would it not be an absolutely fair proposition that the manufacturer of an article should have the right to say what the price is all along the line?

"Let me state the position of a retailer. For instance, he is enabled to sell Gillette razors at five dollars. He has a very friendly feeling toward that manufacturer because he makes a reasonable profit, but immediately the profit is cut out from under him by what we consider unfair competition, he loses interest in that razor, and rightly so, because it does not make any difference whether he is a big man or a little man, he must have profit. In our city Gillette razors have been sold as low as \$3.37. They sell at five dollars in Boston, but it is owing to one of those so-called gentlemen's agreements. A representative of the Gillette people went about and said: 'Gentlemen, there is no fun for anybody in selling Gillette razors at less than cost to the ordinary small man, and if they are sold at less than cost we get the ill will of everyone. We want the

good will of the dealers; we want them to sell our razors and sell at a profit. We believe more are sold at five dollars than are sold at \$3.33 or \$3.37, and we believe more will be sold at five dollars than at \$3.33.'"

Congressman McCoy, of New Jersey, interposed: "The gentleman is here, as I understand it, for the purpose of asking that the Gillette Razor Company, the Kodak company and all those concerns that have created an enormous business—and therefore are able to sell their goods for less than they otherwise would sell them—shall be able to keep on doing that; that is, those companies have created a business through advertising and have been able to sell goods at a less price. I believe myself, that it reduces the price of razors, Kodaks, and all those things, because these men have built up such an enormous business."

Congressman Nelson: "You think that by virtue of this advertising the Gillette razor has reduced its price?"

Congressman McCoy: "I imagine it has, because every concern that builds up an enormous business is able to sell cheaper and probably does sell cheaper."

Congressman Nelson: "Is it not more true that by advertising it is able to keep up the price?"

Congressman McCoy: "It is able to keep it up and it is able to keep it down, if you will permit the paradox. But it is true that a man who is making 50 articles cannot begin to sell them as cheaply as if he were making 5,000,000 of them and selling them. But it seems to me that it is just like stealing the advertising which a man has done to create a market for his goods."

SAYS IT HAS BEEN NECESSARY TO
SUBSTITUTE

Druggist Finneran at another point said: "I have been in the drug business for a great many years and I have personally been all through the various phases of the cut-price proposition. I have done my share of what is called substituting, and I have been ob-

Meet us at the New York Show, Grand Central
Palace, April 18 to 25, 1914. We will exhibit.

Watch Your Step

GET started right. Don't slip down between the platform and the train, or you may get hurt. This is railroad-ing, it is *just the same in printing*. If you need printing in your business that will sell your product, you need an establishment that you feel sure will give you ideas and service to *fit the need of the buyer*, and if you get in touch with a firm who can create ideas and build them together to make a profit-producing business, everybody will be satisfied.

You Do Not Need Orders You Do Need Profit

and so do we, and it is impossible for any of us to make a profit unless we have the best goods represented by an *appropriate silent salesman*, whether catalog, house-organ, or magazine. Go where you get it right! Right ideas, mechanics, artists, service and equipment. Incidentally look carefully into the productions of the

Charles Francis Press
30 West 13th Street, New York City, N. Y.

liged to do it in order to live. That is what all these large chain-store propositions have been obliged to do; they have been obliged to substitute. We all hire the cleverest men we can behind the counters to convince you that the particular article you come in and ask for is not what you ought to have. Now the National Association of Retail Druggists does not want that to continue. We would like to be able to hand you anything you come in and ask for, and not be obliged to cajole you and try to force you into taking something which perhaps is not as good.

"I have talked with manufacturers, and every man who is an advertiser and every man who has a trade-marked article would be delighted to have customers know that his goods were not being slaughtered and that they could get just what they were paying for. You realize that that is not so now. When a man buys an Ingersoll watch at 75 cents, he does not believe he is getting a dollar watch. Now, Mr. Ingersoll, as a manufacturer, does not want any misunderstanding in the minds of his possible customers as to whether they are buying a 75-cent watch or a dollar watch."

CHAIN STORE PRACTICES DISCUSSED

The system of chain stores operated in New York by the Riker-Hegeman Company and in New England by the Riker-Jaynes Company was denounced by C. F. Nixon, who appeared on behalf of the independent retail druggists. He asserted that 94 stores in this chain are doing a business of \$17,000,000 a year, or an average of \$180,000 a year per store, as compared with a business of from \$15,000 to \$25,000 a year done by the ordinary retail drug store.

Discussing chain-store methods, he said: "One of these great chain drug stores sent a man to Lowell, Mass., who stood in front of the principal store in Lowell for three weeks with a mechanical enumerator in his pocket counting the customers who went into that store to find out whether the number was of sufficient caliber to in-

terest them. They found that it was. They went to the owner of the building and leased the store over the occupant's head and the man knew nothing about it until he was given one month's notice to move out. In Cambridge, Mass., a druggist's rent was jumped from \$7,000 to \$12,000 because of the pressure brought by these people."

At another point he said: "We feel that under present conditions monopolies are being formed through the chain stores which will drive us out of business. In Boston we have twenty of these chain stores. They pay the largest rentals of any stores in Boston, except, of course, the department stores, and at the same time they say that they are doing a benefit to the public by selling goods without profit. Now, how do they do it? They cut rates, but on every single article of goods they make or get control of they get absolutely the full price for."

HOW PROPRIETARY SALES HAVE DECREASED

"What percentage of the drug-store trade is copyrighted or patented articles?" was a question put to the witness by Congressman Nelson.

"Ten years ago," Mr. Nixon replied, "the percentage in my business was in the neighborhood of between 40 and 50 per cent of proprietary goods. To-day the percentage in my business,—I know this statement is exactly accurate,—is seven per cent. Now, where has that 33 per cent gone? And yet I live 18 miles from one of those cut-rate drug stores."

Speaking on the question of allowing the Government to regulate prices, the witness said: "We are perfectly willing to leave the supervision of this whole price proposition with a proper commission. I believe a proper commission would be fair. The actual cost of doing business in a drug store is 25 per cent in the retail business. That is about the average. In the country it is lower and in the cities it is 30 per cent and higher. We have simply got to stop doing business or have some relief in some way."

Wants to Exploit Saw-Dust as Cattle Feed

A. EUGENE MICHEL
Advertising Engineers
New York, Feb. 16, 1914.

Editor of PRINTERS' INK:

We quote the following from a proposition recently put up to us for the investment of capital by one of our clients:

"We are enclosing some information regarding a process of making cattle and horse feeds partly from saw-dust.

"The cost of cattle feed is increasing in this country and the market is unlimited. With proper advertising, we believe that this business could be made a very large one."

We cannot refrain from asking you if it is fair to the horse for an advertising man to exploit such a product?

A. EUGENE MICHEL.

What Could He Do? He Found the Right Answer

THE AMERICAN MULTIGRAPH SALES CO.
CLEVELAND, Feb. 14, 1914.

Editor of PRINTERS' INK:

Enclosed find two dollars in real money, for which please send me PRINTERS' INK until Saint Valentine's Day one year hence. To tell the truth, it is like extracting my heart's blood to separate myself from the scudi, but what can a poor guy do with the free list entirely suspended? The Multigraph places considerable advertising with you during the year, and most

publications if you spend more than seven dollars with them annually, will not only tender you a free subscription but will extend the courtesy to the entire organization, to your friends and acquaintances and to your wife's relatives.

After working on magazines and newspapers for a score of years, it is real grief to have to pay for one. I feel a good deal like an actor when he has to pay to see a theatrical performance.

But, to repeat, whacha' going to do when you have to have something and can get it in no other way except to pay for it? Answer, you pay.

So here's your darned two dollars, and while I don't wish you any bad luck, I hope you have your pocket picked—after my name is safely among the Elect.

ARTHUR T. GARRETT,
Assistant Advertising Manager.

Bates Agency's New Accounts

Accounts recently acquired by the Bates Advertising Company, New York are: Millen Aikenhead & Co. (Trimfit shirt); Bird Jones & Kenyon (Duxbak Clothing); Cushman & Denison Mfg. Co.; Gustav Kolb (silversmiths); Dodd Mead & Co. encyclopedia.

Giles with Cleveland Company

Ernest T. Giles, of Phillipsburg, N. J., has joined the advertising department of the Master Builders Company, Cleveland, O.

Big Men Hire Others for Incidental Work— Agencies Side-Step Details

by clearing Newspaper "Classified" through this Agency—looked upon by numerous advertisers as wizards in detail, and recognized by all publishers' associations.

Our Classified Department excels in this work—work that has put many a crimp into the office systems of large agencies just at the wrong time.

Don't waste time figuring—simply submit your list and add to us and we'll be glad to make a quotation.

Remember—Commission is allowed you on your list, or lists, in our Bulletin, it makes no difference to us.

Why not write today for Commission proposition, Testimonials and Bulletin No. 130!

Classified Dept.

THE ARKENBERG - MACHEN CO.,
234-236 NASBY BLDG., TOLEDO, OHIO.

This Agency is recognized by the A. N. P. A. and Quoin Club.



From July 15, 1888

Another complete file of Printers' Ink--this one
in the New York office of The Butterick Trio

Twenty-five Years Without a Break

The reproduction on the page opposite is concrete evidence of the usefulness of a file of **PRINTERS' INK** in any advertiser's office -- manufacturer, agency or publisher.

The Butterick Publishing Co., as the pages of **PRINTERS' INK** and other periodicals testify, believes in its own medicine. And not a little of its success -- through both the printed and spoken word -- is freely credited to the frequent reference to the experiences and ideas of prominent manufacturers, agencies, publishers and advertising men, made possible by a complete file of the "Little Schoolmaster."

Any advertiser who wishes to start a file like this with a 1914 set will do well to place an order *now* -- \$8.00 (postpaid) four books -- issued quarterly.

Printers' Ink Publishing Co.
12 West 31st Street New York

For **2** cents each

— we can
**DISTRIBUTE
GROCERY
SAMPLES**

— get a
RECEIPT
from the
consumer

— and an
ORDER
from the
DEALER

DISPLAYS COMPANY

30 Church Street
New York

Write!

Advertising Manager Wanted

A fast pace has been set for this place by our former advertising manager. To the right man a most interesting opportunity is presented. Don't apply unless you can demonstrate complete efficiency. We require a man who has unlimited initiative, who has a ready command of vigorous business English, who is exceptionally resourceful and prolific in copy and layouts, and who is indefatigable in planning and executing follow-up work. \$3500 may find us the man we want, although the price will depend considerably on the man and his experience and capacity. All applications must be made by letter—which will be held confidential, and returned if no appointment is made. Address, R. P., Box 168, care Printers' Ink.

Conductors as Traffic Solicitors

A supply of individual business cards and prospective traffic cards has been furnished to all passenger conductors on the St. Louis & San Francisco, with a view to having them assist in the solicitation of business. The individual cards bear the words, "It will always be our desire to make your trip comfortable and pleasant on a 'Frisco train." The prospective traffic card bears the motto, "Let us have an opportunity to demonstrate to you that we can handle your carload and L. C. L. business to your entire satisfaction. Our service is strictly first-class."

This plan of soliciting business is being tried out, based on the fact that passenger conductors are well acquainted with a large number of shippers and receivers of freight and are adding to their acquaintance daily. When a conductor meets a prospective shipper on any one of his trips, he is to hand him one of his business cards as well as one of the prospective traffic cards, which he is asked to fill in—or the conductor may fill in this card for the prospective shipper—after which it is to be mailed to the superintendent of the division on which the conductor is employed. The superintendent in turn forwards the card to the proper traffic officer or agent. A record of the number of cards turned in by each conductor will be kept.—*Railway Age Gazette.*

Miniature Theatre to Enlist Children

The Wizard Products Co., Chicago, makers of the Wizard Polish Mop and a brand of floor polish, is offering a toy theatre with coupons from cartons of the polish. Characters are supplied for a two-act "play," which shows how to keep house with Wizard products.

Charles W. Hoyt Speaks in Detroit

Charles W. Hoyt, of the Charles W. Hoyt advertising agency, of New Haven and New York, spoke on "Handling Salesmen," before the Salesmanagers' Club, Detroit, on February 18.

The Salesmanagers' Club is a branch of the Detroit Board of Commerce.

New Copy Stunt for Tailored- to-Order Clothes

A full page ad of the Royal Tailors, Chicago, features the experience of a local representative in building up his business. The "experience" is written in the first person, and the company announces that it "is typical of the triumphs of Royal merchants everywhere."

Lawn-Mowers Advertised in February

The Coldwell Lawn Mower Co., Newburgh, N. Y., has inaugurated an advance-of-the-season campaign. The initial copy appeared the week of February 21, and features the easy running qualities of the company's product.

"Keen Kutter's" Business in the East

ASIDELIGHT on the methods and policies of the Simmons Hardware Company was furnished by a "Keen Kutter" display at the convention, recently closed in Philadelphia, of the Pennsylvania Retail Hardware Association.

The feature of this display was a long roll of advertisements cut from magazines and newspapers by the children of Hillsboro, Iowa. Hillsboro is a town of 325 population. The Simmons Hardware Company offered a prize to the boy or girl who could collect the largest number of advertisements printed by that company in the magazines and newspapers of the country. The result was that 1,150 advertisements were turned in. The largest number of these advertisements were submitted by an eight-year-old boy, who received a chest of first-class tools as compensation. The advertisements were pasted together and were on exhibition at the hardware show.

J. A. Carroll, of the "Keen Kutter" company, stated that prior to 1905 the firm had only Western offices. In that year an advertising campaign was started and it was found necessary not only to open Eastern stores, but manufacturing depots as well. He stated that Philadelphia was now the second city in the amount of "Keen Kutter" business being done, St. Louis being the first. Mr. Carroll declared that one of the greatest fallacies the public labors under is that the cost of advertising is charged up against the goods sold to consumers. He said that it would be quite impossible to distribute equitably the money expended for publicity, there being 79,000 patterns of goods bearing the "Keen Kutter" brand, which were sufficient to necessitate bringing the increase for ad purposes down to a mill or fraction of a mill on each article sold.

Mr. Carroll declared that a \$3,000,000 business was done in

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

—Details

—are a nuisance, we all admit. Just the same, they must have attention. The greatest aid to detail is mechanical memory, placed at the Ad-Man's elbow in the guise of a

Globe-Wernicke Unifile

This is a handy tool at the Ad-Man's elbow for holding the details he doesn't want in his head.

Send for Pamphlet No. 285, an interesting and valuable piece of Globe-Wernicke advertising matter for all advertising men.

The Globe-Wernicke Co. Cincinnati

Mfrs. Of Sectional Bookcases, Filing Cabinets—Stationers' Goods.

Branch Stores and Local Agents almost everywhere. Where not represented, we ship freight prepaid.

Zellner - Frank, Inc.

1123 Broadway, New York

Service Exclusively

- serving clients in the capacity of advertising directors—
- planning and directing advertising expenditure—
- designing and writing copy—
- receiving remuneration from the advertiser and *not* from publications—
- offering a service that is based upon actual, active experience in both merchandising and advertising—
- an agency that is a sign of the times—indicating the trend of advertising effort toward more intensive procedure—
- an edifying booklet on request. Write for it!

BUSINESS FROM ENGLAND

Any prominent American Newspaper willing to accept more business from England will do well to write at once to

A. H. CLACKSON, LTD.

119 Fleet St., London.

Expert in English
Special Representation

References permitted to

WILLIS H. POST, of Grape Nuts, Ltd.
Battle Creek, Michigan.

CHAS. H. FULLER, 623 Wabash Avenue,
Chicago.

Philadelphia last year, and that the increase directly due to advertising was 35 per cent last month. "We have found," said Mr. Carroll, "that the man who advertises has the people with him. Ads make immediate markets for goods. This was why we were forced to establish branches in the East in order to meet trade increase that our campaign brought us."

Prospects of a year of happy trade conditions brightened the discussions of the hardware convention.

The name of the organization, by unanimous vote, was changed to "The Pennsylvania and Atlantic Seaboard Hardware Retail Association."

Omaha Vigilance Work and Convention Plans

The work of the Vigilance Committee of the Omaha Ad Club, while not spectacular, has been effective. One successful prosecution and several warnings to "be good," have had the effect of obtaining a marked improvement in the honesty of advertising copy in the local papers. W. G. Cleveland is chairman of the committee, composed of four other members, including an attorney. The club has been running a series of twelve-inch educational advertisements in the daily papers.

Preparations are being made by the Omaha Ad Club to send a large delegation to the Toronto convention. Walter Rosicky has been appointed chairman of a committee to handle the arrangements, and plans are on foot for uniting with nearby clubs to go in a body. More interest is manifested in this year's meeting than ever before, and it is expected that about thirty men will go from Omaha.

Daniels Becomes Stutz Advertising Manager

Bruce Daniels has been appointed advertising manager of the Stutz Motor Car Company, Indianapolis. Mr. Daniels, who for two years was advertising manager of the Pathfinder Company, Indianapolis, will also be assistant sales manager of the Stutz company.

Pattison Joins Intertype Company

W. J. Pattison, treasurer of the American Newspaper Publishers' Association, and until recently publisher of the New York *Evening Post*, has made a connection with the International Typesetting Machine Company, manufacturers of the Intertype.

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How Frankel's Treat Dealer Problem

(Continued from page 13)

amusing story on a postcard with their ad and circularized the dealers. One of the dealers liked the card and they printed several thousand for him with his own imprint.

Last year, in order to get new dealers, they offered to give each dealer the privilege of having one off-size suit made up to order for any customer of abnormal measurements. Several new accounts are traceable to the offer.

These are typical examples of their attitude towards the dealer. Here is another.

"It is always an important part of the duty of the advertising department," said Mr. Frankel, "to get dealers to use electros and advertise for himself; at least, we regard it as important. I know of manufacturers who spend money preparing copy, electros, etc., and circularizing the trade, and then when some of the dealers do not jump at the offer, repeat it rubber stamped: 'Second and last call,' or some other such warning. That does not win the co-operation of the dealer. We believe in the soft pedal. If the dealer does not respond to the first call with a request for electros, we may send him as many as four or five letters, possibly letting, at last, an injured tone creep into the correspondence. The extra attention justifies itself."

These policies are responsible for one of the most rapid growths in the clothing field. They will be interesting to watch further.

L. O. Duncan in Charge of New Campaign

L. O. Duncan, who for the past six years has been in the Root Newspaper Association's special service department, at Chicago, has resigned to become sales and advertising manager of the O-Zell Company. This concern has been recently organized to manufacture O-Zell, a new fruit drink, which will be sold through drug and grocery stores. Arrangements are being made to start an extensive newspaper campaign for the benefit of local dealers.

Advertising Experts are agreed that the best advertising mediums are those publications which cater to certain well defined wants or serious needs on the part of the public.

PHYSICAL CULTURE

is the leader among this class of magazines. Its object is to supply health and strengthening information to those that need it. It necessarily attains a place in the hearts of its readers which no other class or character of publication can equal. It has their confidence and is a tremendous influence in their lives.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

FARM ENGINEERING

Announces
the appointment of

James A. Buchanan

and

Charles M. Beer

1313 Marquette Building
(Phone Randolph 5527)

Chicago

as

Western Representatives

and

Will W. Zimmer

1178 Fifth Avenue Building
(Phones: Gramercy 4897 and 4898)

New York City

as

Eastern Representative

The Little Schoolmaster's Classroom

A VERY interesting decision was handed down the other day by the Appellate Division of the Supreme Court of New York. William G. White is the title of a haberdashery corporation with stores in New York City. It was organized by an individual of that name, who for some years conducted its affairs and consistently advertised in the first person. Later, when he had retired from the corporation, he brought suit to prevent the continued use of the pronoun "I" on the ground that it infringed upon his right of privacy. The lower court granted him an injunction, which has just been vacated by the Appellate Division.

The principle laid down by the court is this:

When a man has formed a corporation bearing his own name and habitually uses the pronoun "I" in his advertising, concealing the fact that the corporation is really doing the advertising during the period in which he controls the corporation, he cannot restrain the continuance of this practice after he leaves the position of control and engages in a rival business as an individual.

* * *

Our old friend, Robert Frothingham, writing from Madras, in India, passes on to the Schoolmaster his astonishment at finding four copies of *PRINTERS' INK* on the reading-room table of the hotel in that benighted town. Robert's astonishment, together with his reasons for appropriating the afore-said copies, fills eight pages of the back-handed variety of letter paper they affect over there. The circulation manager reports that *PRINTERS' INK* has just six subscribers in India, none of whom is in Madras. So the mystery isn't solvable in this office except on the supposition that some earlier guest of the establishment left part of his baggage behind. Frothingham will probably leave them in Jerusalem or Hong Kong or Mukden, and the mystery will repeat itself 'round the globe. And, by the way, what is the aver-

age number of readers per copy of an international medium?

* * *

The *Journal* of the American Medical Association publishes a letter from a very high-grade publication, in which the latter asserts that it dare not refuse to run doubtful advertising, because the advertiser may sue it for damages. The Schoolmaster is surprised to find that the idea still persists that publications are, in some sense, common carriers. No publisher is obliged to accept any advertising at all (some of them don't), and every publication has the simple, common-law right to do business with whom it pleases. Of course, that does not include the right to make indiscriminate accusations of fraud, but it isn't necessary to make any accusations at all in order to refuse business. The simple statement that "we do not care to accept it" is enough.

* * *

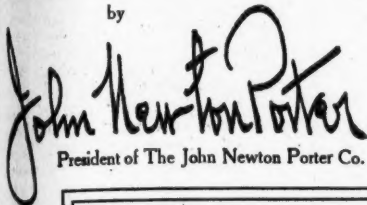
"Built like a Thermos Bottle." It's a slogan. Can you guess what for? A house—a form of house built with a vacuum wall, but what a comparison. Immediately you think of "keeps hot for three days and cold for two days," or is it "cold for three days and hot for two days"? Take your choice, but the Schoolmaster wouldn't want to be bottled up in a house of either kind. "The wall that keeps you comfortable" would seem to be more in order, for comfort is the thing the vacuum is supposed to increase.

* * *

"Do you think it is the decent thing," wrote an indignant subscriber to a publisher of a paper read by many young people, "to publish advertisements of such abominable trinkets as 'chicken-inspector badges'? How would you like to have a son of yours wearing one of these labels and standing on a street corner 'looking them over'?" The copy that the protesting subscriber attached

TWO-MINUTE TALKS

by



President of The John Newton Porter Co.

1

ONCE UPON A TIME two big, brawny men were trying to overturn a heavy case of dry goods. They tugged, pushed, sweated and swore, but *couldn't move the goods*. A small boy came along. He grasped the top of the case with his little hands and gave a PULL while the men pushed. The ponderous case tipped over onto the truck—*the goods were moved*. THE PULL DID THE TRICK.

YOUR BUSINESS ORGANIZATION may have a lot of "push" in it, but why don't you induce somebody (or a hundred thousand somebodies) *on the outside* to give it a PULL? A PREMIUM WILL DO THE TRICK. It will move the goods. It will give *the extra incentive*, which, other things being equal, will PULL trade your way and HOLD it. ONE premium may accomplish much, but has its limitations, for, after a customer has received his "September Morn" Stickpin, for instance, he has no *extra incentive* to *continue* to buy your product. You need a big, comprehensive premium plan, that will appeal to all members of a family, whereby you can offer a choice of from 100 to 4000 gifts of permanent value. Such a plan I can offer to you no matter what your business may be, whether manufacturer, wholesaler, retailer, publisher, etc.

WITHOUT CHARGE I will place at your service the \$300,000 capital of the John Newton Porter Co., our great stock of thousands of different kinds of premiums, our warehouse, purchasing department, redemption department, and shipping department. Think of that! The largest, ablest premium house in the world, backed by seventeen years' experience, is ready to plan, install and conduct your premium department WITHOUT CHARGE, without tying up a cent of your capital in premiums, and without requiring you to pay for coupons, stamps, etc., that are never redeemed. Worth investigating, isn't it? Lest you forget, do it now.

JOHN NEWTON PORTER, President

THE JOHN NEWTON PORTER CO.

Dept. 2A, 253 Broadway, New York

LARGEST PREMIUM HOUSE IN THE WORLD

FOR HIRE—

BRAINS AND EXPERIENCE

I'm prepared to handle a bigger opportunity than my present connection will afford, and I'm asking Printers' Ink to help me find it.

My experience covers ten years of advertising and sales promotion work. I've served three manufacturing concerns as advertising manager, creating the department for one. At present, my time is about evenly divided between advertising and sales.

A new connection as advertising manager will interest me. I have a thorough-going knowledge of the mechanics of advertising, with executive ability, and field experience as to how advertising should be used.

I can pay some concern mighty good dividends on my salary.

Address "M.," Box 156, Printers' Ink.

TECHNICAL AD MAN AVAILABLE

Engineer familiar with electrical, mechanical and engineering apparatus and with experience in selling and advertising, wants position in advertising department of manufacturer. Now writing copy for several firms. Write immediately, "L.," Box 154, Printers' Ink.

Wanted Agency Artist

One who has done good work for recognized Advertising Agency. All-around man of Ideas and proven ability. Must produce work that will stand comparison in any company; in any magazine or newspaper. State salary, and give all facts. Confidential. A. B. C., Box 155, PRINTERS' INK.

to his letter contained the following: "Oh Mary, here comes the 'chicken inspector.' Have you got your powder rag. This badge entitles you to look them over."

The publisher was of big enough caliber to come back and plead guilty to the indictment, said the advertisements went in without his knowledge and would be thrown out.

* * *

The regular salesman had come in, confessing his inability to do anything toward securing the order unless the price were cut to meet competition. Furthermore, he reported that the customer was in a bad humor. So the "old man"—the grizzled war-horse who had sold through the wild and wooly West for more than a dozen years before becoming sales manager—went down.

The customer's ill humor was still on when the sales manager, whom we will call McBride, entered. This is about the conversation that opened the battle of diplomacy and strategy:

Customer: "I suppose you have come down here to get that order."

McBride: "Yes, if I can get it at the right price."

"Well you can't get it unless you meet what I've quoted elsewhere."

"Is that absolutely final?"

"Yes."

"Well, then, let's forget it. We won't cut. So we'll call it a closed book and wait until some other time for some business from you. Come on and go to lunch with me."

"No, I don't want to."

"Aren't you going to eat today?"

"I don't want to go out now."

"Oh, come on. You are going after a while, anyhow. I've got an hour and a half before my train and I don't like to eat by myself. I'll promise not to say a word about business."

Rather reluctantly, the customer finally went along.

McBride was exceedingly pleasant—as much so as if he had the big order for the building material in his pocket. A nice luncheon was ordered—a juicy steak

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with trimmings—and the atmos-
phere thawed out. As they rose
to part, the customer remarked
somewhat awkwardly, "What
about this order?"

Still the old fox bided his time:
"I thought we had called that off,"
said he.

"You see it is this way," ad-
mitted the customer, "I told the
architect your goods would be
used."

"Well, tell him you couldn't get
our goods—that we were sold up
close and couldn't give delivery."

"No, I don't want to do that.
He wouldn't believe that."

"Well, tell me who he is and
I'll go tell him."

Still the customer hemmed and
hawed and shuffled his feet. "Can
you ship a car to-morrow?" he
asked finally.

"Yes," said McBride, without
batting an eyelash.

That was all there was to it.
The rules for this kind of sales-
manship aren't in the books. If
you haven't the wit, the strategy
and the poise to handle such sit-
uations, no one can tell you how.

* * *

"So you think you could sell
goods for us," mused the presi-
dent of a big industrial corpora-
tion, as he studied a keen but
young-looking man before him.
"What could you learn about sell-
ing over there in your job with
the gas company?"

"I learned enough to sell your
wife a \$60 stove that she didn't
want," returned the young man,
and the employer had to smile.
He gave the young man a chance
and hasn't regretted that he did so.

Suit to Prevent Refilling of Trade-Marked Container

A statute under the General Business
Law states that any person engaged in
manufacturing, packing, bottling or sell-
ing any article of merchandise put up by
him with his name or trade-mark on it,
shall be deemed the proprietor of that
trade-mark and shall have the right to
recover a fine of \$100 from any one who
shall sell from or out of that article any
substance other than the original con-
tents placed therein by the proprietor of
the trade-mark. This law was passed in
1908, but has never been construed by
the courts.

The Prest-O-Lite Co. has brought suit

against the Brickner Auto Supply Com-
pany for refilling gas tanks, carrying the
Prest-O-Lite trade mark. Louis Lande,
the attorney for the defendant, attacks
the constitutionality of the law on the
ground that it is retroactive.

The Searchlight Gas Company and the

AD-TIP

No. 23

If—as we claim—the
Journal is a good medium
it should be on your list.

It is one of the best and oldest estab-
lished small-city newspapers in this
country. We can afford to tell you
the exact truth about our newspaper
and we would be glad to do so.

Member A. N. P. A. Bureau of Ad-
vertising and Gilt Edge List.


Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative,
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

WISCONSIN is a state where the farmers
are the principal factor in its develop-
ment. Ask any banker or business man
and he will tell you that they are the aristocracy.
They supply half the small town
trade and enjoy an unpre-
cedented independence.



Lincoln Freie Presse

German Weekly
LINCOLN, NEBRASKA
Has the largest circulation of any news-
paper printed in the German language on
this continent—no exceptions.
CIRCULATION 125,667
RATE 35 CENTS

THE BIG 6



"THE COUNTRY'S FOREMOST
MEDICAL JOURNALS"

American Journal of Clinical Medicine,	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

ASSOCIATED MED. PUBLISHERS
S. D. CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. McTIGHE, Eastern Representative,
226 Fifth Avenue, New York.

Prest-O-Lite Company are the principals behind this suit. The latter company had the field to itself under its patents on the tanks up to 1912 when the Searchlight Gas Company secured a decision from the United States Courts declaring that the patent of the Prest-O-Lite Company on the tanks had expired in 1910,

and its right to the name had therefore expired with the expiration of the patent. But the Prest-O-Lite Company took advantage of the trade-mark law passed in 1909, explained in the opening paragraph, and filed a claim with the Secretary of State that the name Prest-O-Lite applies to the gas with which these tanks are filled.

The Searchlight company claims that after the expiration of the patent it has a right to fill Prest-O-Lite tanks with its own gas as long as no fraud is practiced on the purchaser, and that the Prest-O-Lite Company cannot restrain the further refilling of the tanks because it sells the tanks outright at a price of \$35 each. The result of this litigation is of much interest, because there are over 750,000 tanks sold by the Prest-O-Lite Company, and the purchasers naturally want to know just what their rights are and what they can do with these tanks.—*The Automobile*, February 19.

EL COMERCIO
Established 1875.
THE PIONEER EXPORT JOURNAL
Its circulation covers
Latin America
in all countries where the SPANISH and PORTUGUESE languages are spoken. Write for FREE SAMPLE and circular "EIGHT REASONS WHY."
J. SHEPHERD CLARK CO., Publishers
126 LIBERTY STREET NEW YORK
Mention "PRINTERS' INK."

Art Director Wanted

A Detroit concern in the motor car industry needs a chief artist.

He must himself be a high grade mechanical retoucher. He must be prolific in advertising ideas, thoroughly able to conduct the art end of one of the highest quality house organs, lay out catalogs, booklets, etc.

He must be able to direct his assistants with efficiency and know where to buy economically such art work as they can not do.

Such a man can secure a permanent position with a solid concern. Only first grade artists will be considered. State your experience, qualifications and the salary you desire.

Address

"ARTIST WANTED,"
 97 W. Fort Street, Detroit,
 Michigan.

Efficiency Exposition Planned for New York

An efficiency exposition will be given at the Grand Central Palace, New York, April 4 to 11. Its aim will be to give expression to the increase of scientific methods in modern business and to provide a meeting place for producer and consumer.

William R. Willcox, former chairman of the Public Service Commission of New York State, is president of the Efficiency Society Inc., under whose auspices the efficiency exposition is to be given. The chairman of the committee in charge of the exposition is Travis H. Whitney.

Among the exhibitors will be the Equitable Building Corporation; Thomas A. Edison Inc.; General Vehicle Co.; the General Acoustic Co.; the Burroughs Adding Machine Co.; the Edison Storage Battery Co.; the Remington Typewriter Co., and the Interboro Rapid Transit Co.

A Model Circulation Statement

THE CLAGUE AGENCY.
 CHICAGO, Feb. 16, 1914.

Editor of PRINTERS' INK:
 I want to compliment PRINTERS' INK on the statement just received concerning quantity and quality of your circulation.

I have sent this to Mr. Whitman, manager of the Advertising Audit Association, with comment.

To my mind it is pretty nearly 100 per cent.

STANLEY CLAGUE.

Foreign Papers Organize in Cleveland

The Cleveland Association of Foreign-Language Newspapers has been formed with general offices in that city. John H. Price is president of the organization and Edward C. Pagan is advertising manager.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING SYSTEMS

Interlocking System of Checking

Segregates by campaigns; answers all questions, unlocks any campaign with but two references, via order to publisher, client card, publication card or copy—whole campaign on exhibition in three seconds. Remembering only one point will lead to whole campaign; even forgetting everything, memory can be jogged by reference to copy sheets, which leads to campaign sheet showing list of papers and specifications. After placing any paper of any date on table the system will tell whether to look for an advertisement. It is a perfect system suitable for any agency or concerns doing promiscuous advertising. Method of filing is unique, and clippings showing dates of insertion of any particular advertisement in any publication can be shown very quickly by reference to copy of order given to publisher, to publication card or to campaign sheet. Correspondence re-installation of complete system promptly answered by the inventor, E. E. GRISWOLD, Knickerbocker Hotel, 7th and Madison, Seattle, Wash.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

FOR SALE

MATRIX ROLLER MACHINE FOR SALE, good order. Replaced on account of heavier machine required for the use of dry mats. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

WHY NOT SAVE MONEY: Rebuilt addressing machines, various makes and models; envelope sealers; letter folding machines; Multigraphs; stamp affixers; signet; Paragon paper cutter. A-1 condition. OFFICE DEVICE CO., 716 Chestnut St., Philadelphia, Pa.

Brass Lined Newspaper Galleys

Between four and five hundred brass lined single column galleys, size 3 3/4 x 23 1/2 inside measurements. All in excellent condition. Suitable for small daily or country newspaper. Address Box A-20 PUBLIC LEDGER, Philadelphia.

HELP WANTED

MANUFACTURING FIRM WANTS ADVERTISING MAN with ideas—one that can boost sales and grow with company. Give salary, age, references, samples. Box 463, Scranton, Pa.

ASSISTANT TO ADVERTISING AND SALES MANAGER of large stove factory in Ohio. Must have ability to write clearly, original sales letters and advertising copy. Salary to start \$18. Show your ability in letter of application. Address Box AC-601, care of Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad-gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accounted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

Ass't to Adv. Manager

One year's experience with agency. Helped write copy for national accounts. Compensation secondary to desirable connection. Box 467-W, care of Printers' Ink.

ADVERTISING MAN. Clever college man, (24), thoroughly trained in theoretical and practical advertising, is open for immediate engagement. Future in preference to fancy salary. Box AC-696, care of Printers' Ink.

AGRICULTURAL SOLICITOR

Expert farm paper Advertising Solicitor is open for proposition on well rated journal. Unquestionable references as to character and ability. Age 33, health excellent. Address Box AC-699, care of Printers' Ink.

ADVERTISING SOLICITOR—experienced, resourceful, constructive worker; wide, favorable acquaintance New York City and Eastern territory, including New England, seeks opportunity on general or class publication. Highest indorsements. Box AA-541, Printers' Ink

I Have Printing Experience

and would like a position with printing or advertising concern where I can learn more about the planning of high-grade printed matter. Age 25. Have planned and supervised printing the past five years. Address Box AC-600, care of Printers' Ink.

I WANT TO CONNECT as Advertising Manager with successful Manufacturing House putting out an office specialty. I am an experienced salesman and advertising man. I am willing to make a part time arrangement with two or three good companies or an exclusive arrangement with a company large enough to need my entire services. Box AC-591, care of Printers' Ink.

ASSISTANT TO ADVERTISING MANAGER OR SUPERVISOR. Specialist at cooperative and connective advertising with extensive experience at window and interior decoration, sign and showcard work, house to house work, detailing of retailers, etc., desires an opportunity to demonstrate his ability to some progressive firm or agency. Age 30, well educated and have excellent record. Can direct work or execute it. Box AC-602, care of Printers' Ink.

ADVERTISING MAN with 6 years of retail advertising and merchandising experience, and 3 years of agency work, wants position with opportunity for advancement commensurate with results. 33 years of age; married; college education; highest references. Formerly advertising manager of two of the best known department stores in the East. Wide experience in planning and handling retail and national advertising and selling campaigns. Box AC-698, care of Printers' Ink.

Do you wish to develop your English, Continental and Colonial Trade?

American, age 38, with many years' experience as Managing Director of Anglo-American company of world-wide reputation manufacturing and selling in above countries, would like to hear from company wishing to develop foreign trade. Is thoroughly familiar with trade conditions and foreign advertising, is financially responsible and prepared to operate in a large way. Position must pay \$10,000.00 in salary or commission. Address, "DEVELOP," Box AC-692, care of Printers' Ink.

College Graduate**I. C. S. Advertising Graduate**

I can write original, convincing English; and I have done thoroughly the work of the I. C. S. practical course in Advertisement, Booklet, Catalogue, Form-Letter Writing, etc. Moderate salary to start. Best references. Box AC-601, care of Printers' Ink.

Are You Looking

for a man who has been in the Service Department of one of the leading advertising Agencies. Who there planned sales and Advertising campaigns—created ideas, wrote copy, prepared booklets, trade-circulars and house organs. If so, I am the man. My term of employment with that Agency was for a period of four years and I left them to take a position as Sales and Advertising Manager of a firm importing Toilet Goods. This house recently eliminated their Advertising Department and consequently I would like to connect with either another Agency or with the Advertising Department of a manufacturer. I am married, born 1889, and desire a salary of \$2800. References and samples cheerfully furnished. Interview at your convenience. Address "F. O. Box 448," Lynbrook, Long Island, N. Y.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale, owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HANAP DIBBLE COMPANY, 71 West 23rd St., New York

Is One Copy Enough?

Every member of your advertising force will get greater good from reading *Printers' Ink* if he has an individual copy. Additional subscriptions to *Printers' Ink* have relieved the congestion in many offices.

\$2.00 each—per year

PRINTERS' INK PUB. CO.
12 West 31st St., New York City

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, Ledger, dy. Average for 1912, 11,000. Best advertising medium in Alabama.

ARIZONA

Phoenix, Gazette. Average gross circulation Jan. 1914, 7,610.

CALIFORNIA

Los Angeles, Tribune. D'y & S'y av.'12, 59,361. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, Evening Register, daily. Aver. for 1913 (sworn) 19,336 daily, 2c.; Sunday, 15,650, 5c.

Waterbury, Republican. Examined by A. A. regularly. 1913, Daily, 5,666; Sunday, 5,833.

ILLINOIS

Joliet, Herald, evening and Sunday morning. Ave. year ending Dec. 31, 1913, 9,591.

Peoria, Evening Star. Circulation for 1912, Daily, 11,891; Sunday, 19,449.

INDIANA

South Bend, Tribune. Sworn average Jan. 1914, 13,707. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1913, daily, 1,813; Sunday, 10,518. "All paid in advance."

Des Moines, Register and Leader-Tribune, daily average Dec. '13, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for towns by town and zone circulation booklet.

Washington, Bee. Journal. Only daily in county. 1,975 subscribers. All good people.

Waterloo, Evening Courier, 16th year; Av. dy. 1913, 9,331. Waterloo pop., 29,000.

KENTUCKY

Lexington, Courier-Journal. Average 1912, daily, 35,066; Sunday, 49,181.

Lexington, The Times, evening daily, average for 1912 net paid 49,832.

LOUISIANA

New Orleans, Item, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 53,901.

MAINE

Augusta, Kennebec Journal, daily average 1912, 10,808. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1913, daily 10,810.

Portland, Evening Express. Net average for 1913, daily 19,537. Sunday Telegram, 13,002.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1913 — Sunday, 66,883; daily, 76,733. For Jan., 1914, 78,885 daily; 89,320 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, Globe. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,915.

Advertising Totals: 1912, 9,642,811 lines

Gain, 1911, 286,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, Evening Item. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 18,873. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1912, 19,198.

Worcester, Gazette, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1913, 21,231

MINNESOTA



The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,350.



Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,765; Sunday *Tribune*, 169,163.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602

NEW JERSEY

Camden. *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,738.

Camden. *Post-Telegram*. 11,392 daily average 1913. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,238; '11, 20,115; '12—21,959.

NEW YORK

Buffalo. *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Evening*, evening, 87,182.

Buffalo. *Evening News*. Daily average, ten months, 1913, 103,319.

Gloversville and Johnstown. M. F. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady. *Gazette*, daily. A. N. Lietcy. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Winston-Salem. *Daily Sentinel* (e) av. Dec., '13 4,699. *Semi-Weekly Sentinel*, av. Dec., '13, 7,271.

OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,407; Sun., 144,064. For Jan., 1914, 110,075 daily; Sunday, 147,526.

PENNSYLVANIA

Erie. *Times*, daily. Av. circ. 1st 6 mos. 1913, 22,836; 22,263 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,898.

Washington. *Reporter and Observer*, circulation average 1912, 13,060.



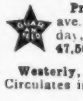
West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,156. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation for 1913, 21,628—sworn.



Providence. *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 6,539.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,599.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,525. March, 1913, average, daily, 20,450; Sunday, 20,180.

VIRGINIA

Danville. *The Bee* (eve.). Aver. Dec., 1913, 5,704. Jan., 1914, average, 6,790.

WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 circ. of 66,182 daily, 84,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,947

Tacoma. *News*. Average for year 1913, 20,595

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Dec., 1913, daily 6,640; semi-weekly, 1,429.

Racine (Wis.) *Journal-News*. Daily average circ., Jan. 1st to Dec. 31st 1913, 6,432.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 13, 17,308. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,236.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries more Want Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Island Printer, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1839. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N.Y.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,888.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The **Seattle Times** (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The **Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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PRINTERS' INK

takes pleasure in announcing that

HOWARD C. JONES

for two and a half years with the
George Ethridge Company, and until
recently manager of their Philadelphia
office, has joined its advertising
department

Advertising that will "cash in" is as easy as finding a million dollars--- just as easy.

IT CAN be done; it has been done; but seldom by accident. Brains, application, intelligent knowledge of the conditions surrounding your business, and proper copy, properly edited—these are essential to a successful advertising campaign.

There is no better way for you to achieve cumulative success in business than by *making your advertising your best salesman*. That is why we emphasize the importance of having a personal service agency like ours, whose function is more than "copy" and "clearance," to co-operate with you in the development of your business.

Ours is this *different kind* of agency—the kind that helps you to decide what advertising, if any, you should do—where to apply it—and in what form it should be applied. Ours is the kind of agency you need if you have selling problems to solve and want to be sure that your advertising is just right—so that it may eventually *lead* you to that million dollars.

The Ballard Advertising Company, Inc.
1328 Broadway (Cor. 34th St.)
New York